

# Dallas

JULY • 1954

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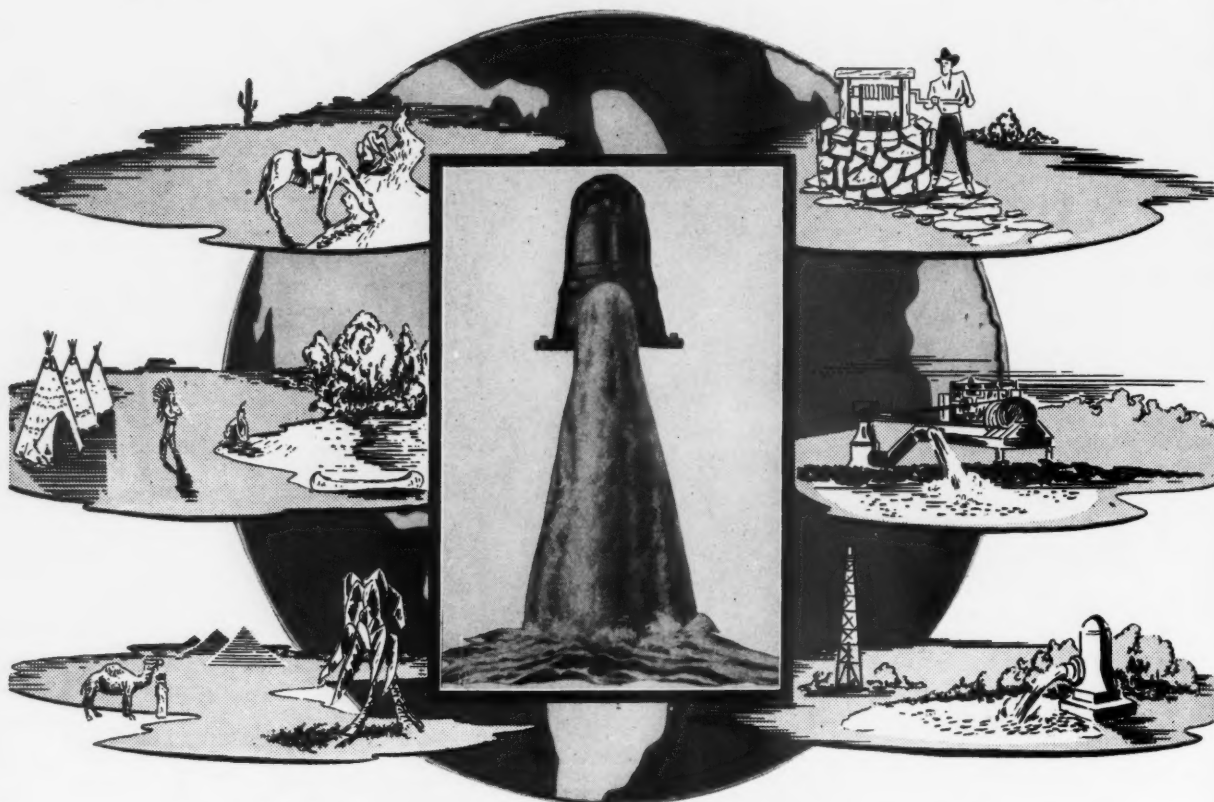
*Dallas, Texas*

V.H.-R



*Malin*

*From the Beginning Man's First Concern has Been*



# **WATER SUPPLY**

**HIS PRIME NECESSITY**

From earliest beginnings—whether in moving from camp to camp, as in primitive times, or in selecting a site for a city, an industry, farm or home—man's first question has ever been that of an adequate, wholesome supply of fresh water.

Our business is to bring subterranean water to the surface. It is a privilege and a challenge that has never lost its thrill. To the world's largest water developers each new assignment is an exciting adventure calling for all the knowledge and skill that unmatched experience and equipment represent.

**Layne Texas Company**  
**"GROUND WATER SPECIALISTS"**

**DALLAS • MIDLAND • EL PASO • CORPUS CHRISTI • HOUSTON**



# Sign of Quality

A Grade A product deserves a Grade A advertising sign, and when Oak Farms Dairies desired a sign for their Grade A products they chose McAx for the above porcelain enamel and neon advertising display.

McAx has been making advertising signs of quality . . . Grade A signs for Grade A concerns for years.

*When you need a sign of quality — call on McAx.*



**ENGINEERS, DESIGNERS and MANUFACTURERS of PORCELAIN ENAMEL, PLASTIC and NEON SIGNS**

# Dallas PIONEERS



Established

**1869** Padgett Bros.  
Company

Leather Goods—  
Wholesale and Retail

**1872** Dallas Railway  
& Terminal Co.

Street Railway

**1872** Huey & Philp  
Company

Wholesale

**1875** Dallas Transfer &  
Term. Whse. Co.

Warehousing, Transportation,  
and Distribution

**1878** National Bank  
of Commerce

Banking

**1884** The Dorsey  
Company

Printers — Lithographers  
Stationers — Office Furniture

**1889** Austin Brothers  
Steel Co.

Steel for Structures of Every Kind

**1889** J. W. Lindsley  
& Company

Real Estate and Insurance

**1893** Fleming &  
Sons, Inc.

Manufacturers — Paper  
and Paper Products

**1896** Briggs-Weaver  
Machinery Co.

Industrial Machinery  
and Supplies



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**1900** The Murray Co.  
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Carver Cotton Gin Division 1801  
Boston Gear Works Division 1801  
Industrial Supply Division 1901

**1902** Cullum &  
Boren

Red Fox Athletic Uniforms  
Wholesale and Retail Sporting Goods

**1903** Smith's Detective  
Agency

Burglar Alarm, Fire Alarm  
Radio Patrol Service

**1904** T. A. Manning  
& Sons

Insurance Managers  
Fire — Casualty

**1907** Hunter-Hayes  
Elevator Co.

Passenger, Freight and Home  
Elevators

**1910** Moser Co.  
Realtors

Industrial and Commercial  
Leases and Sales

**1910** Red Bryan's  
Smokehouse

Barbecued Meats

**1911** W. W. Overton  
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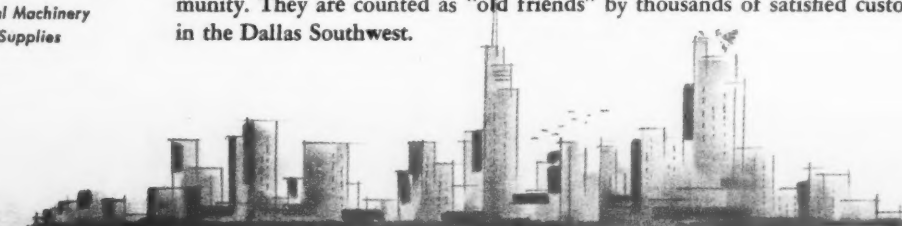
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**1912** Stewart Office  
Supply Company

Stationers — Office Outfitters

**1914** Texas Employers  
Insurance Ass'n

Workmen's Compensation  
Insurance





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July • 1954

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THOMAS J. McHALE . . . . . Advertising Manager  
L. J. MORIARTY . . . . . Advertising Associate  
DANA RIDDLE . . . . . Editorial Assistant  
RITA GOODBERLET . . . . . Advertising Assistant

Member, Society of Associated Industrial Editors; International Council of Industrial Editors.

ESTABLISHED IN 1922 BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST, WHICH IS SERVED BY DALLAS

## CONTENTS THIS MONTH

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By DALE MILLER, Representative of the Dallas Chamber of Commerce in the Nation's Capitol	
Three Major Dams Speed Up New Water Program . . . . .	8
By TOM McHALE	
Conservation Aids Water Program . . . . .	10
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S. M. U. Home Schedule Best Since 1949 . . . . .	13
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Oklahoma City Delegates Study Dallas' Successes . . . . .	16
Chamber Manager Beginning Twenty-fifth Year at Helm . . . . .	17
By BOB STANLEY	

Industrial National Bank Opens in Trinity District . . . . .	Page 19
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New Members Elected by Chamber . . . . .	53
Advertisers in This Issue . . . . .	56

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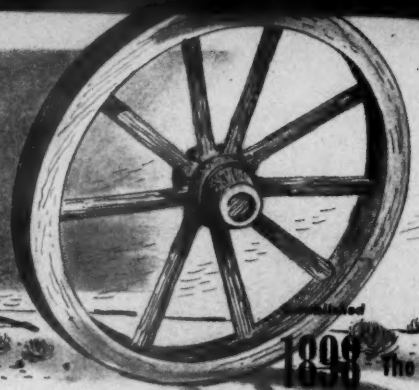
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*Another reason why it pays YOU to do business with the First in Dallas*

When you sit down to talk to your banker, you want privacy and quiet. You want comfort. And why not talk in a setting of beauty, too? In designing the new "Second Floor" at the First, we don't think we've overlooked any of the things that will help your visit go more smoothly.

You now get to the "Second Floor" quickly and easily . . . via a new traveling stairway . . . or modern elevators. Once there you'll feel pleasantly at home in this harmony of style and color, of comfort and repose. We believe these bank quarters are different from any you've ever seen. More beautiful, more private, more homey in every way.

Come in soon and make the *new* First service your own. And share in the prestige of banking at the First National.

*Wherever you go . . . folks know the First in Dallas*



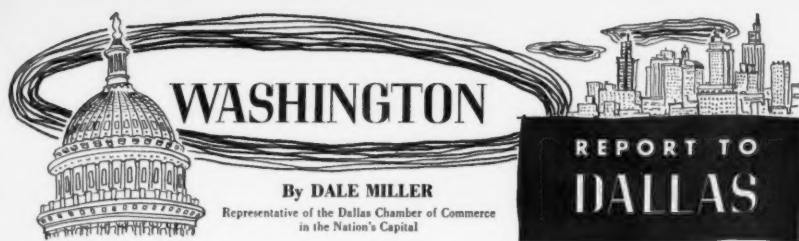
## **NATIONAL BANK IN DALLAS**

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



DALLAS • JULY, 1954





## Taxes and Trade

A backward look at the second session of the 83rd Congress, now drawing to a close, serves to place in clearer perspective the principal objectives of the Eisenhower administration and the extent to which it achieved them. The legislative program of the Great Crusade was a broad one, to be sure, as was to be expected of a political party restored to power after 20 years, and it encompassed innovations and reforms in many areas of legislation. But in the last analysis the twin cornerstones of the Eisenhower program can be said to have been the tax revision bill and the reciprocal trade agreements act—one basic in the domestic field and the other to foreign policy.



DALE MILLER

The tax revision measure, at this writing, is in conference committee for an adjustment of differences between the House and Senate bills; and the showdown battle on the principal provision in controversy, the double taxation of dividends, will probably have been resolved by the time these observations appear in print. Regardless of the outcome on this issue, however, the bill which will eventually emerge from Congress and be signed by the President will represent truly a monumental accomplishment. This evaluation of the bill is a valid one, irrespective of the honest differences of opinion as to the political philosophy inherent in the legislation, for it constitutes the culmination of a tremendous undertaking, much of it bipartisan, to revise the fiscal structure of the Federal Government.

So much sound and fury has been generated in this election year over the political aspects of the legislation that the value of many prosaic but important provisions in the bill has been all but obscured. During the forthcoming Congressional campaigns the Democrats can be expected to

attack the bill as providing relief for the few at the expense of the many, and the Republicans can be expected to counter with contentions that many provisions primarily benefit low income groups. These political tactics are inevitable in an election year, of course, and the electorate will have the last word as usual in November. Meanwhile, however, the bill as a whole deserves to be better understood as a vehicle for the modernization of the nation's broad and complex fiscal structure, the first such effort to recodify the tax laws in more than 50 years. How well many of its provisions work out in practice will be determined as time goes on, but the circumstance that the extremely difficult task was undertaken and completed can be recorded as a notable achievement in itself.

With respect to the reciprocal trade agreements act, on the other hand, the administration's performance was anything but lustrous. Indeed, the eventual action by Congress in extending the act for a single year was a disheartening denouement to a program which had been instituted auspiciously by the President himself earlier in the session. On March 30 the President sent to Congress a message he described as urgent, calling for prompt passage of legislation to implement the recommendations of the Commission on Foreign Economic Policy, the so-called Randall Commission which had completed an exhaustive study of the need for downward revision of the nation's trade barriers. In his statesmanlike message the President clearly defined this need, and stated: "If we fail in our trade policy, we may fail in all. Our domestic employment, our standard of living, our security, and the solidarity of the free world—all are involved."

A key provision in the Randall Commission's recommendations was an extension of the trade agreements act for three years, in order that sufficient time could be made available to work out complicat-

ed multilateral agreements among nations which could not otherwise be negotiated, and the President stated in his message to Congress that the Commission's report which contained this recommendation constituted "a minimum program" which should be adopted. Despite this constructive approach to the vital problem of foreign trade policy, however, it was scarcely a matter of weeks before the White House tactfully made it known that a simple one-year extension of the trade agreements act would be "acceptable" to the President.

What had happened, of course, was that the President's constructive foreign trade proposals had won widespread support among the Democrats on Capitol Hill, and had at the same time roused the bitter opposition of the Old Guard protectionists in his own party. Consequently, though he appeared to have sufficient strength to secure enactment of his

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### Cornerstones of the Crusade: Eisenhower fared better on tax revision than on trade policy

---

"urgent" program, he was prevailed upon by the harassed politicians of his party to abandon the fight, lest the people witness another spectacle in an election year of the Democrats saving the Great Crusade from defeat at the hands of the Republicans. The President professed to be satisfied with the simple one-year extension of the existing act which eventually was voted, but anyone who heard or read his stirring message of March 30 could well imagine the depths of his disappointment in this compromise of principle for the sake of political expediency. "If we fail in our trade policy," he had said, "we may fail in all." Yet the exigencies of practical politics finally prevailed, as so often is the story on Capitol Hill.

It is true, of course, that the one-year extension of the existing law will give the administration another opportunity next year to face up to this vital issue, but there is no assurance that even then the necessary leadership will be forthcoming. Indeed, many perplexed observers in this Capital City are wondering how long it will be before the President must demonstrate the courage and decisiveness he is known to possess. As one Washington writer put it—when a newspaper story reported that a putting green was being laid out on the White House lawn—the President doesn't need a putter nearly as much as he needs something that will help him tee off once in a while.



## 3 Major Dams Speed Up New Water Program

**Mr. LAVON DAM**, located about seven miles north of Rockwall on the East Fork of the Trinity River, has been completed at a cost of \$11,660,000.

**T**HREE great dams, two of which are already completed and a third scheduled to be finished late this year, will impound hundreds of thousands of acre feet of water within the next few years to assure an adequate water supply for Dallas and North Texas for years to come.

Grapevine Dam and Reservoir and Lavon Dam have already been completed. Garza-Little Elm, the largest of the three major North Texas lakes is scheduled for completion late this year.

The overall conservation storage capacity of these three major lakes is 697,250 acre feet. This adds up to a total of 227,199,000,000 gallons. Dallas' share of this total under contract is a total of 530,624 acre feet or 172,905,000,000 gallons. The growth of Dallas in terms of water use may be measured by the fact that in 1925-28 the City of Dallas constructed Lake Dallas with an original capacity of approximately 63,000,000,000 gallons. A storage total of 500,000 acre feet in these new reservoirs when filled will provide enough water to give Dallas 120,000,000 gallons a day for a period of five years, the longest drought period on record.

The magnitude and expanse of Garza-Little Elm, Grapevine and Lavon lakes dramatize the overall Trinity plan of watershed development. The Garza-Little Elm Reservoir will include existing Lake Dallas. It will provide 526,700 acre feet of storage for flood control. Its cost is estimated at \$26,645,000. It is located on the Elm Fork of the Trinity River about 22 miles northwest of Dallas. It will have a shoreline of 183 miles and an area of 23,470 acres.

The Lavon Dam and Reservoir is located on the East Fork of the Trinity River and about seven miles north of Rockwall. Its estimated cost is approximately \$11,660,000. It will provide about 275,600 acre feet of storage capacity for flood control. Its shoreline will measure 130 miles and its area 20,050 acres.

Grapevine Reservoir is located on Denton Creek near the town of Grapevine about midway between Dallas and Fort Worth. Its estimated cost is \$10,500,000. It has 238,250 acre feet of storage capacity for flood control. Its shoreline meas-

ures 146 miles and its area includes 12,740 acres.

The completion of Garza-Little Elm Reservoir late this year will mark a new milestone in Trinity watershed development and also point up the results of years of planning and effort that go back more than a quarter century to eliminate flood danger and make the Trinity system and its tributaries major assets of the Dallas Southwest. The three major lakes provide a living monument to area thinking and area cooperation which has marked the policy of the Dallas Chamber of Commerce. Area planning is paying off today in North Texas and this co-operative trend is not only reflected in the cooperation of Dallas with smaller communities in the area, but in the broader outlook of small towns throughout the Dallas territory.

As mammoth earth-moving equipment and construction crews push the completion of Garza-Little Elm, the clear blue waters of Grapevine and Lavon are already attracting fishermen by the thousands. The hundreds of lighted boats on Grapevine Lake on Saturday night look like a miniature city.

This points up another tremendous in-

**By Tom McHale**

dustrial asset for Dallas and other towns in North Texas in the development of vast new recreation areas within easy driving distance of its population centers. The three major lakes will provide some 459 miles of shoreline and more than 50,000 acres for water sports and recreation.

While these lakes have been building, the City of Dallas has also been carrying forward the largest program in history to expand its water system.

Dallas increased its population from 158,976 people in 1920 to 500,000 in 1952—about 215 per cent. During the same period water consumption increased from 3,786,000,000 gallons a year in 1920 to 24,575,337,000 gallons in 1952, an increase of 550 per cent. Not only has population grown, but water use per person has almost doubled.

Constant expansion of water facilities through the years has been necessary to meet increased requirements. The new Elm Fork Purification Plant at Carrollton has a present maximum capacity of 100,000,000 gallons per day, duplicating Bachman Filtration Plant capacity.

It is designed to be easily expanded to a 196,000,000 gallon-per-day plant, and land is available at this location to provide 660,000,000 gallons per day. The major components of the Dallas water system include two purification plants, three ground reservoirs capable of storing 56,000,000 gallons, nine elevated tanks with a total capacity of 7,250,000 gallons, six pump stations, all linked together by approximately 1,548 miles of mains into a unit built and operated for the sole purpose of supplying safe and usable water to the people of Dallas.

The future of Dallas is written in the Trinity Watershed Map carried on page 11 of this issue. A study of this map will show how Grapevine, Garza-Little Elm and Lavon round out a picture of flood control and conservation that has taken years to achieve. Other lakes on the map, notably Benbrook, while not a part of



**GRAPEVINE DAM**, located on Denton Creek about midway between Dallas and Fort Worth, cost an estimated \$10,500,000.

Dallas water supply, are important factors in area flood control. The Dallas Chamber of Commerce business leaders in Fort Worth and Dallas and the Trinity River Improvement Association now headed by John W. Carpenter, have worked together for years to achieve a program that is now opening up a new future for the Dallas Southwest.

The comprehensive Trinity Watershed Program sparked and initiated by the Trinity Improvement Association was the first of its kind in the nation.

The benefits of this program and other pioneering have been major factors in the development of Dallas during the post-war years. The pioneering of the late L. A. Stemmons resulted in the development of the Trinity Industrial District. Opened in 1946 it covered 25 acres of land and did not contain a single permanent building. Today this district, under the skyline of Dallas, includes approximately 500 acres of developed prop-

erties, some 10 miles of paved streets, railroad tracks, utilities and 275 buildings with 26 more now under construction.

Through the years water has been one of the major problems in Dallas and the Trinity River Valley—in some years, flood control, in others an adequate supply of water. As the waters of these major North Texas Lakes rise to conservation and flood levels they will provide a fitting background for the new skyline of modern Dallas and another example of how "the people of Dallas made it happen." Praise and credit should also go to the Corps of Engineers of the United States Army who has worked tirelessly through the years in planning and executing the major Trinity Watershed Plan.

Today, it is estimated by experts on water supply that these lakes when filled will carry Dallas and this area through a record drought to the year 1970. But Dallas is not stopping there. It is looking beyond that date to even greater growth and providing greater facilities.

**GARZA-LITTLE ELM DAM**, located about 22 miles northwest of Dallas, will cost nearly \$26,645,000 when it is completed late this year.







**SOIL CONSERVATION** to protect both land and water is the important function of the Dalworth Soil Conservation District.

## Conservation Aids Water Program

**S**OIL conservation now becomes more vital than ever to Dallas and North Texas with the completion of three major reservoirs at Garza-Little Elm, Grapevine and Lavon. The useful life of these lakes in terms of water supply and flood protection will be determined by the rate at which sediment pours into these reservoirs. The use of these facilities can be extended an additional 40 or 50 years by proper conservation measures. At the same time additional agricultural revenue can be added to the income of Dallas and its trade area.

Some uninformed people actually hold the opinion that a conflict exists between watershed landowners who must protect their lands and cities who want to store runoff water for industrial and municipal growth. This storage suffers from improper use and management of land. If soils are poorly handled they lose their ability to absorb water and thereby choke off intake into the underground reservoir. Soils that are incapable of absorbing rainfall at a reasonably rapid rate cause a high percentage of surface runoff.

Runoff means soil erosion, and erosion of watershed lands means deposit of sediment in reservoirs.

An example of this is Lake Dallas which was constructed in 1928 as the principal water supply of the city of Dallas. By 1938 this lake had lost 7.6 per cent of its storage capacity. White Rock Lake has lost approximately 38 per cent of its storage capacity since it was constructed in 1911. During recent years the Soil Conservation Service has made sedimentation rate surveys on 84 reservoirs in Texas. The average storage capacity loss due to sedimentation in these lakes was found to be about one per cent annually. When a municipal reservoir has lost as little as one-third of its capacity the supply may become inadequate during critical periods. When 50 per cent of the storage capacity has been lost through sedimentation it is frequently necessary to seek a new source of water storage and supply.

So far as Dallas' major lakes are concerned, sediment deposit is not something that needs to be worried about only in

the distant future. Under present watershed conditions, the life of Grapevine Reservoir is estimated at 36 years. After that, sediment deposited in the lake will replace water storage space for the city of Dallas. If conservation measures advocated by the Soil Conservation District are applied to the watershed, the lake will have an expected life of 50 years. If upstream floodwater retarding structures are added to the watershed protection program, sediment will not begin to encroach on the storage space available to Dallas for 116 years.

As compared to the Grapevine Reservoir, the Garza-Little Elm sediment pool has a life expectancy of only 27 years under present watershed conditions and the Lavon sediment pool, 32 years. From these figures it is evident that conservation practices and watershed stabilization measures are necessary to protect Dallas' future water supply.

Fortunately Dallas and this area have excellent machinery for the solution of these problems in the Dalworth Conservation District. This year the district was rated first in Texas in accomplishment. This 14-year-old district now has 3,416 cooperators who work 595,355 acres of land. Hundreds of Dallas business men who own land in the surrounding area are listed among these cooperators. The district includes all of Dallas and Tarrant Counties with portions of Johnson and Ellis.

One job the district tackled last year has brought it national attention. It set out to acquaint the public with the work and responsibilities of the soil conservation districts. Board members spent much

**TERRACING** is an important means of protecting valuable farm land.

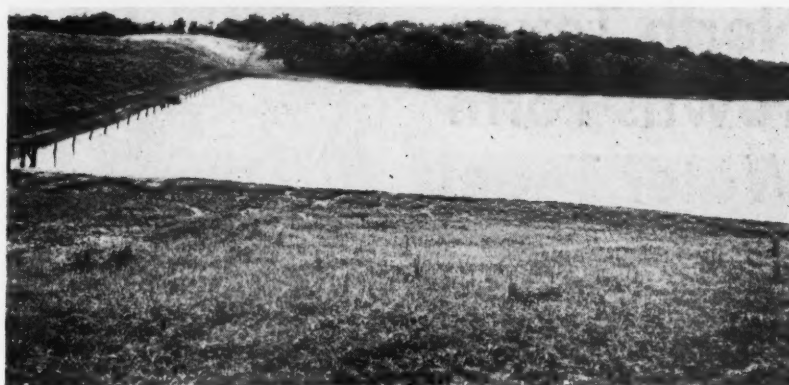




time on this job and called in representatives of business organizations, feed and equipment dealers and others. These groups are now prepared to assist the district in setting an even greater record of accomplishment and the importance of this is heightened by Dallas' stake in the future water supply and storage from the Trinity watershed.

The Dalworth Soil Conservation program during the past year, actually accomplished, includes the following: cover cropping, 43,634 acres; rotation grazing, 50,887 acres; pasture seeding 5,939 acres; terracing, 172 miles; pond construction, 254; waterway development, 145; brush eradication, 1,245 acres, and rotation hay and pasture, 17,926 acres. In addition to this, the district has carried on an almost unending program of field days, tours, displays and meetings.

The district publishes a monthly newsletter. It goes to 5,100 persons, including cooperators, soil conservation district supervisors, to officers of the national supervisors' association, to county agents, vocational agricultural instructors, newspapers and many others.

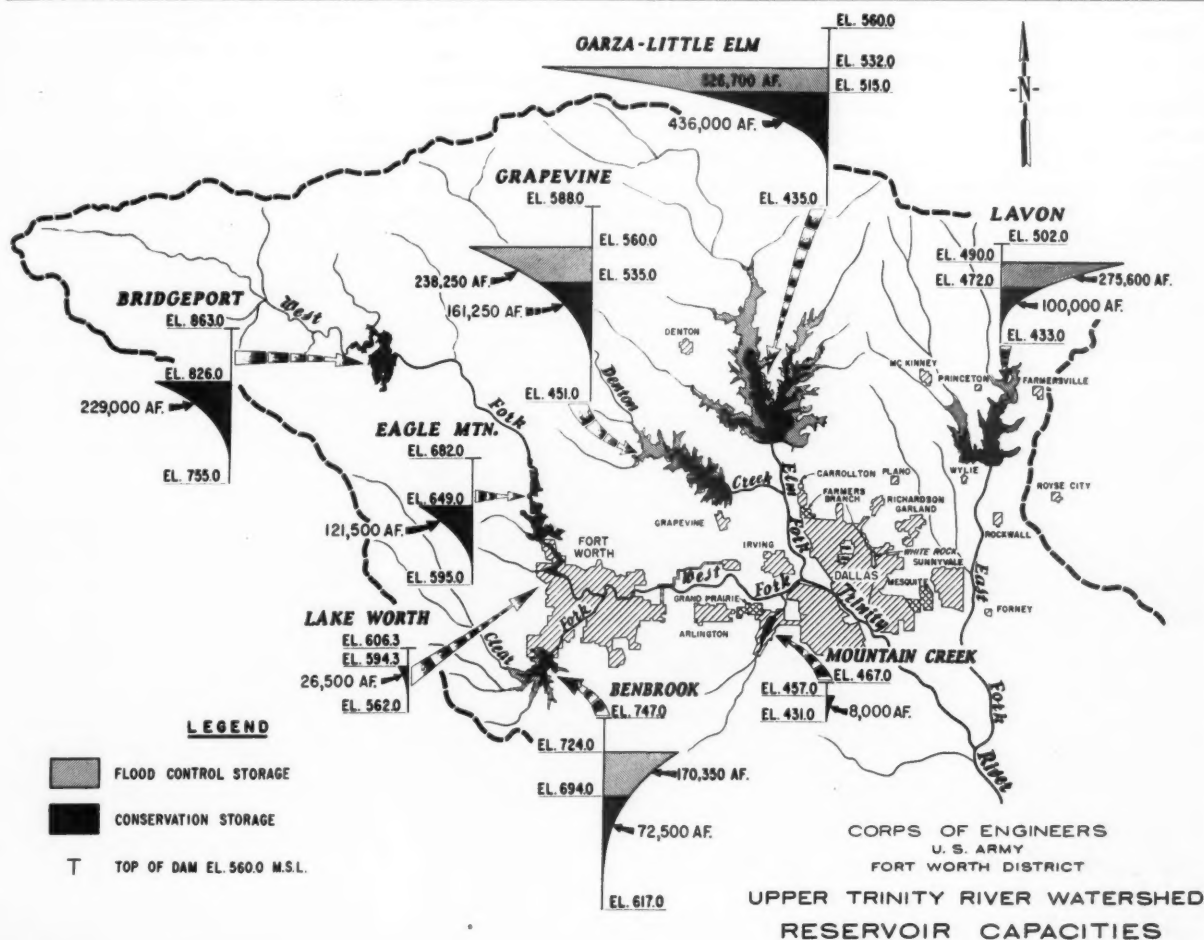


**WATER CONSERVATION** measures add greatly to the total water supply of the area.

Aside from saving the soil and preserving the storage capacity of vital reservoirs, the conservation program of the district has a very definite economic value to Dallas.

A recent analysis made for the soil conservation districts showed that the annual value of agricultural production in the Dallas-Waco-Fort Worth trade area, based on 1949 prices was approximately \$263,000,000.

Without soil conservation measures, but at the same prices, the value could be expected to drop to about \$242,000,000 in 15 years. This represents a reduction in annual farm income of \$21,000,000 or about 8 per cent. By applying conservation measures to the land in the trade area, the gross agricultural production can be increased from \$263,000,000 to \$305,000,000 or an increase of \$63,000,000.



# North Texas Towns Form Water Team

A PRIME example of foresight and teamwork in capitalizing on the new water resources of the Dallas area is provided by the cooperation of 10 communities who have organized to form the North Texas Municipal Water District.

This organization which includes the cities of Garland, McKinney, Plano, Wylie, Princeton, Farmersville, Rockwall, Forney, Royce City and Mesquite will construct a metropolitan water system to wholesale water to their communities. The cooperative action of these towns in the Lavon Lake area is opening up new vistas for industrial development and the location of homes in and around these old established communities.

The story of the development of the North Texas Municipal Water District presents a graphic illustration of how a group of men, expanding their thinking into an area pattern have been able to bring development possibilities to their individual communities that would never have been possible on an individual basis. No one of these communities could have capitalized on the possibilities of Lavon Lake. The 10 working together, have multiplied their resources to expand a flood control project into a revenue producing water system.

Starting back in 1945 when Lavon Lake was projected simply as a flood control



**LAKE FACILITIES** of the North Texas area are forming the basis of new teamwork and cooperation by local communities.

project, a group of leaders in small towns in North Texas saw the development possibilities for their towns if conservation waters could be included in the project. They set up the basic plan for the district and pledged the cooperation of the towns to provide revenue to help liquidate this project.

The consummation of this plan entailed changing the basic legislation for the lake in Congress. It meant retaining outstanding legal talent on water rights

and the seeking of expert engineering and financial advice.

Since 1950, these towns have worked together to achieve these objectives. They have secured the passage of special legislation in the Texas Legislature to set up the district. They have appeared before the State Board of Water Engineers to secure water rights. They have sold their individual communities on the project and secured the passage of necessary enabling measure by overwhelming votes.

The district now contemplates the issuing of about \$9,000,000 in revenue bonds to liquidate the project over a period of years. Plans are now under way to let contracts for the actual construction of the water system — and within two years the North Texas Municipal Water District will be delivering water wholesale to the gates of all the cities included in the group.

Officers of the North Texas Municipal Water District are: Jim Cantrell, Princeton, president; H. B. Bisby, Garland, vice president, and Hansford Ray, McKinney, secretary-treasurer. Directors in addition to these men include: H. L. Shoap, McKinney; J. L. Ray, Forney; N. E. Shands, Mesquite; A. R. Scheil, Plano; Clifford Carpenter, Farmersville; Haskell Roach, Garland; J. O. Wallace, Rockwall; Homer Stimson, Royce City, and Truett Smith, Wylie.

**RECREATION** and industrial growth result from maximum development of the Dallas lakes region.





By Lester Jordan

**H**ARD-RUNNING backs should feature the play of the Southern Methodist University football team this fall as Coach Woody Woodard and his staff of assistants have available some of the top ball carriers in the Southwest.

Leading the list of Pony ground-gainers is Frank Eidom, the former all-stater from Port Arthur who ran more than 90 yards against the Rice Owls last fall to set up S.M.U.'s winning touchdown in the last few minutes of play. This run, probably the most thrilling of the Southwest Conference season, kept the Owls from winning undisputed claim to the conference title as they won from all other loop institutions.

Only a few yards behind Eidom in yardage gained last season were a pair of sophomores, Don McIlhenny from Nashville and Hal O'Brien from Port Arthur. Hitting with tremendous drive, these newcomers to the conference averaged about four yards on every attempt.

Two other lettermen ball carriers are John Marshall, the former star at Sunset High of Dallas, and Blake Tucker, who played for the Waco High Tigers before enrolling at S.M.U.

The Mustangs should possess a better-than-average passing attack to go with their running offense. In Ed Bernet, who was named the most valuable high school player in Texas in 1950, Doyle Nix, an all-stater from Texarkana, and Raymond Berry, a real student of the game, the Ponies boast of three of the top pass re-



DUANE NUTT

ceivers in the country. It is doubtful if any other team has a trio of wings as good as these three seniors, all of whom are experienced performers as Nix has played 624 minutes, Bernet 548 minutes, and Berry 245 minutes in varsity games.

Last year Bernet lead the team in number of passes caught with 17, and in yards gained with 227, but Nix caught three touchdown passes to gain honors in this division of play.

The only experienced passer on the S.M.U. team is Duane Nutt, a senior all-stater from Corsicana, who completed 39 passes in 91 attempts last year for a net gain of 581 yards and six touchdowns. The Mustang coaches, however, have three other quarterback passers who are expected to get an opportunity to test their ability under fire. They are John Roach and Hayes Gilliam, a pair of squadmen, and Jimmie Haynie, a sophomore from



RAYMOND BERRY

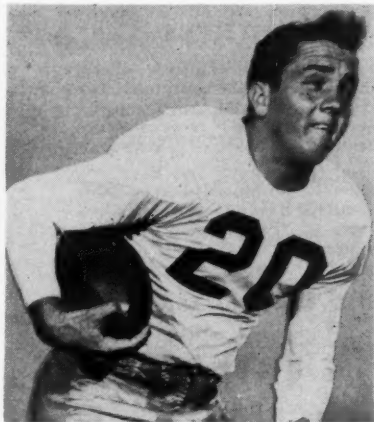
the state championship Lubbock High School team of 1952.

One of the main problems of the coaches when fall drills start on September 1 will be to find enough capable linemen to man the tackle-to-tackle slots. All of the starters at these five positions last year have departed and three of the five first-string replacements have been graduated.

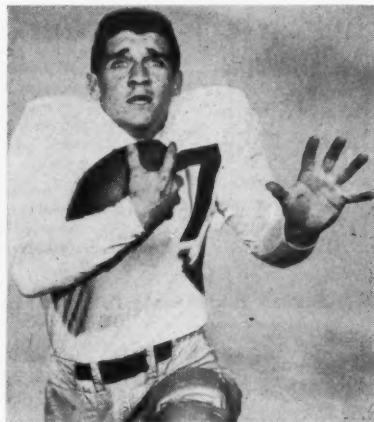
The coaching staff does not think this problem is too great as several of the forward wall candidates looked promising in the spring workouts. Forrest Gregg, Eric Knebel, Bob Blakeley, and Charles Leyendecker are likely to be the top four tackles with Jim Smith, Tommy Hairston, Tommy Beal, Smitty Keller, and Fred Lucas as the main contenders for the guard positions. Burleigh Arnecke, No. 3 pivot last year, and Bill Livingstone, a

(Continued on Page 41)

HAL O'BRIEN



DON McILHENNY



FRANK EIDOM





## Nursing Service Offered For Dallas Employers

The Community Health and Welfare Service, a new organization to provide employers with a visiting nurse service, has been formed in Dallas.

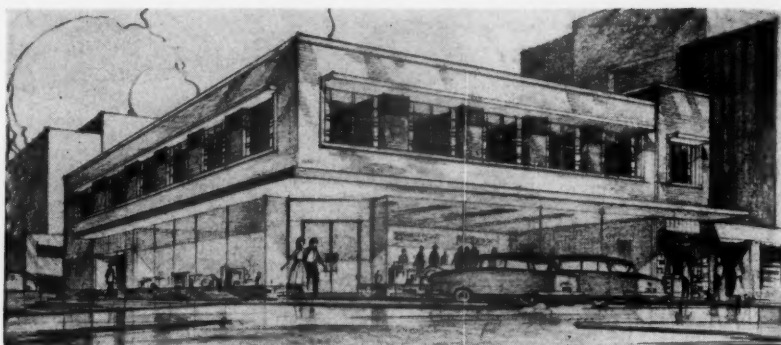
The unit will be located in offices at 1105 St. Joseph, Apartment 19, Laurence E. McGee, Jr., business director, said.

Mr. McGee said the service will be available to firms on a monthly rate which will be determined by the average number of employees. It is designed primarily for firms with too few workers to justify employing a full-time nurse.

Doctors also may call on nurses on a per-call basis, Mr. McGee said.

Mr. McGee has been employed in administrative industrial positions for more than 20 years. He is a member of the Texas and Dallas Bar Associations.

Mrs. Lucille Longhenry, R. N., who will head the service department, is a graduate of the Baylor University Hospital School of Nursing, a past president of District 4, Texas Graduate Nurses' Association and the Dallas Industrial Nurses Association.



## New Building Under Construction

Construction is now under way at Hillcrest and Milton, University Park, on the new Dr. Mitchell M. Paule Building, to be completed about October 15. The \$130,000 structure, with 12,060 square feet of floor space, is completely air conditioned and has its own underground parking facilities. The second floor will be leased as office space, and the main floor will be for offices and stores. Ample use of glass is made throughout the modern steel and masonry building.

HOWARD FISHER has been named radio and television director of Rogers and Smith Advertising Agency of Dallas.

Southland Life Insurance Company of Dallas has announced the appointment of VERNON F. MARTIN to accident and health field assistant.

CHARLES E. (CHUCK) GAINES has been appointed executive associate director of the Institute of Insurance Marketing at Southern Methodist University.

BARBARA SCRUGGS has been named executive producer for J. & J. Radio and Television Productions, Inc.

## THE PITTSBURGH PLATE GLASS COMPANY *Announces the Opening of It's New Dallas Plant*



### CORNER NORTH INDUSTRIAL BOULEVARD AT GLASS STREET

For nearly 50 years the local Pittsburgh Plate Glass Company branch has been a part of the industrial, commercial and civic life of Dallas. In 1907, when the branch was opened, Dallas had a population of less than 75,000.

The people of Dallas can take just pride in its great industries, beautiful residential districts and attractive business establishments. "Pittsburgh Plate" too, is proud to have played a part in making Dallas grow.

This architecturally attractive building with offices, service facilities and the most modern equipment for handling, preparing and transporting glass, paint and other products has been designed to give our customers the ultimate in traditionally excellent "Pittsburgh Plate" service.

Our new branch is ideally equipped to keep pace with the constantly expanding needs of our customers for the superior products of "Pittsburgh Plate" for homes, industry and commerce.



*Serving the Dallas Southwest for Nearly a Half Century*

## PITTSBURGH PLATE GLASS COMPANY



## Military Service Laws Defined for Employers

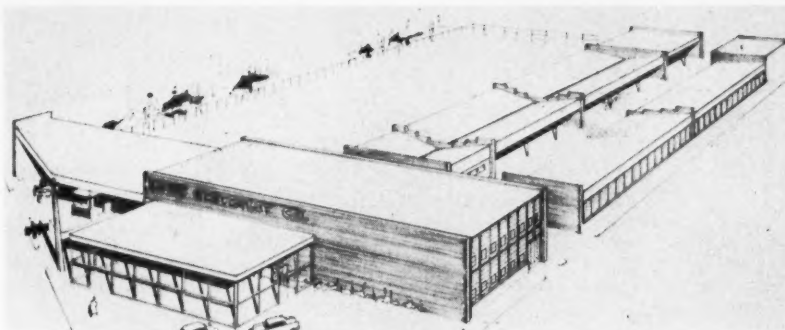
A pocket-sized pamphlet which defines the nation's military service laws and reserve policy is being offered to members of the Dallas Chamber of Commerce.

Lt. Col. G. B. Thomas, inspector-instructor of the Dallas Marine Corps Reserve unit, said the folder may be obtained by calling him at FL7-2707 or by writing to the Marine Corps Reserve Training Center, 9638 Bachman Boulevard.

Entitled "United States of America Armed Forces Reserve Policy," the folder explains the reserve obligations of men now being released from active service and explains the methods by which these men can be recalled in case of future national emergency.

The pamphlet points out the tax-saving features of a strong reserve, the training men receive through reserve membership, possible monetary benefits, and the way membership in an Organized Reserve unit can make a former serviceman less liable to recall in time of emergency.

Col. Thomas said members of the Dallas Marine Corps Reserve unit are available to address any community group on the military service and reserve requirements.



## Mohr Chevrolet Starts New Building

A new \$500,000 sales and service building for Mohr Chevrolet Company has been placed under construction on a two-and-a-half acre tract at San Jacinto and Central Expressway. The big building will house display rooms, complete repairs, service and mechanical departments, and all advanced facilities for selling and servicing of automobiles, as well as parking space for more than 200 cars. General Manager E. A. Mohr said the new plant is expected to be one of the finest and most complete in the South and Southwest. Hidell and Decker are the architects and Inwood Construction Company is contractor. Mohr Chevrolet opened its present Dallas dealership in 1935 and has grown to be one of the largest in the Southwest.

JACK SAUNDERS has opened an office in the Fidelity Building offering specialized service in photographic illustrations for advertising and sales promotion. He formerly was sales promotion and advertising manager for WFAA-TV in Dallas.

New appointments by the Great American Reserve Insurance Company include JAMES S. RICE, vice president in charge of the new credit insurance department; H. E. STRICKLAND, manager of the North Texas agency, and C. C. MARTIN, JR., manager of the City Agency in Dallas.

*on the March...*

# Better Transportation for all Dallas

An army of new busses is on the way to Dallas. These swift, smooth-riding coaches will succeed our present streetcars. They will make possible more one-way streets downtown... ease traffic congestion... bring better transportation to all Dallas.





**DALLAS ADVICE** on Oklahoma City problems was sought last month by a delegation of top business and civic leaders. Above, Walter Harrison, center, vice mayor of Oklahoma City, poses a question for Jerome K. Crossman, left, Dallas Chamber president, and Dallas Mayor R. L. Thornton. Looking on are Ross Taylor, city manager, and Stanley C. Draper, managing director of the Chamber of Commerce, both of Oklahoma City.

## Oklahoma City Delegates Study Dallas' Successes

A 33-MEMBER delegation of Oklahoma City leaders had the benefit of Dallas' experience on state fairs, expressways, water systems and industrial districts after a recent visit here arranged by the Dallas and Oklahoma City Chambers of Commerce.

The group, which included civic leaders, chamber of commerce officials and business executives, was mainly interested in the expressway and fair problems.

The Oklahomans, considering holding a big fair in 1957 to celebrate the state's 50 years of statehood, were advised by



**GROUP DISCUSSIONS** sought advice from Dallas men like Mayor Thornton and W. C. (Dub) Miller, city Councilman.

Dallas Mayor and State Fair President R. L. Thornton to go ahead with "as glamorous and instructive a thing as it's possible to build." He said the 1936 Centennial had done more to help Dallas' growth over a long range than anything since that time.

On the expressway question, Oklahoma City Manager Ross Taylor pointed out that the city has most of its right-of-way but lacks that section through the heart of the city. Asking for Dallas' experience on cost of obtaining such property, he was told that through the downtown area here cost was from \$4,000,000 to \$6,000,000 a mile.

Dallas' water problems were discussed by Water Superintendent Karl Hoefle, who explained that the city now is looking to the north and east for future water sources, and City Plan Engineer Marvin Springer pointed out city policy on industrial districts.

**QUESTIONS ABOUT THE STATE FAIR** were put to Andrew W. De-Shong, assistant manager of the Dallas Chamber, James H. Stewart, general manager of the State Fair of Texas by C. G. (Pete) Baker, manager of the Oklahoma State Fair and Exposition, and Ross Taylor, city manager of Oklahoma City.

**HIGHWAY DEVELOPMENT** was an important concern of the visiting Oklahoma City business men. Joe W. Curtis, center, a member of the Oklahoma State Highway Commission, studies a map with W. C. (Dub) Miller, and Tom Huffman, manager of the highway department of the Dallas Chamber.



# Chamber Manager Beginning Twenty-fifth Year at Helm

By Bob Stanley

THIS July, with hardly a side-glance at the calendar or a mention of it to his fellow-workers, J. Ben Critz quietly began his twenty-fifth year of service as vice president and general manager of the Dallas Chamber of Commerce — a job he accepted on a "temporary" basis back in the summer of 1930.

It was typical that Mr. Critz should take the completion of his twenty-fourth year of service in his stride. He's been too busy with "his baby, the Chamber" ever since 1930 to worry about the passing years.

And "his baby" automatically includes Dallas and the Southwest. He has nursed the city from one of 260,000 to its present population of well over half a million with a metropolitan area now estimated to include 724,900 persons.

He has always reasoned that what is good for the Southwest is also good for

Dallas, and was one of the leaders back in the 1930's in the big program which "sold" the Southwest to the rest of the nation.

J. Ben Critz came to his post at the Chamber as something of a prodigy. Then only 36, he already had served as president of the Dallas Cotton Exchange and as the mayor of Highland Park, a post he resigned to assume his new duties. He agreed to fill the job with the Chamber "until they could find the right man for permanent manager."

He's been sitting in the executive seat ever since.

A good sense of what it takes to make a city grow — coupled with a sense of humor — has contributed to his success in the big job. Early in his service he recognized Dallas' need for industry and personally helped secure some of the area's first major plants.



J. BEN CRITZ

Always a believer in informality as the way to get things accomplished, Mr. Critz has helped end the idea that all Chamber meetings must be dull and long. He has helped make those in Dallas snappy affairs at which long speeches are taboo.

Mr. Critz and his friendly handshake probably welcome more persons to Dallas than anyone besides the mayor — and, as one admirer puts it, "Mayors come and go — but he's still on the job."

## SERVING GRAND PRAIRIE AND THE HEART OF THE DALLAS-FT. WORTH INDUSTRIAL AREA

This bank is geared to serve one of the fastest growing communities in the Southwest. Convenient to major industries — shopping centers and residential areas. Customer service and contacts that extend to all phases of business and industry. We cordially invite you to discuss your banking problems with us.

### GRAND PRAIRIE STATE BANK

G. H. TURNER, President



# Make the Katy Your Railroad



**for travel**—Katy famous meals and service. Streamlined Texas Special daily between St. Louis and San Antonio—de luxe Bluebonnet daily between Kansas City and San Antonio.



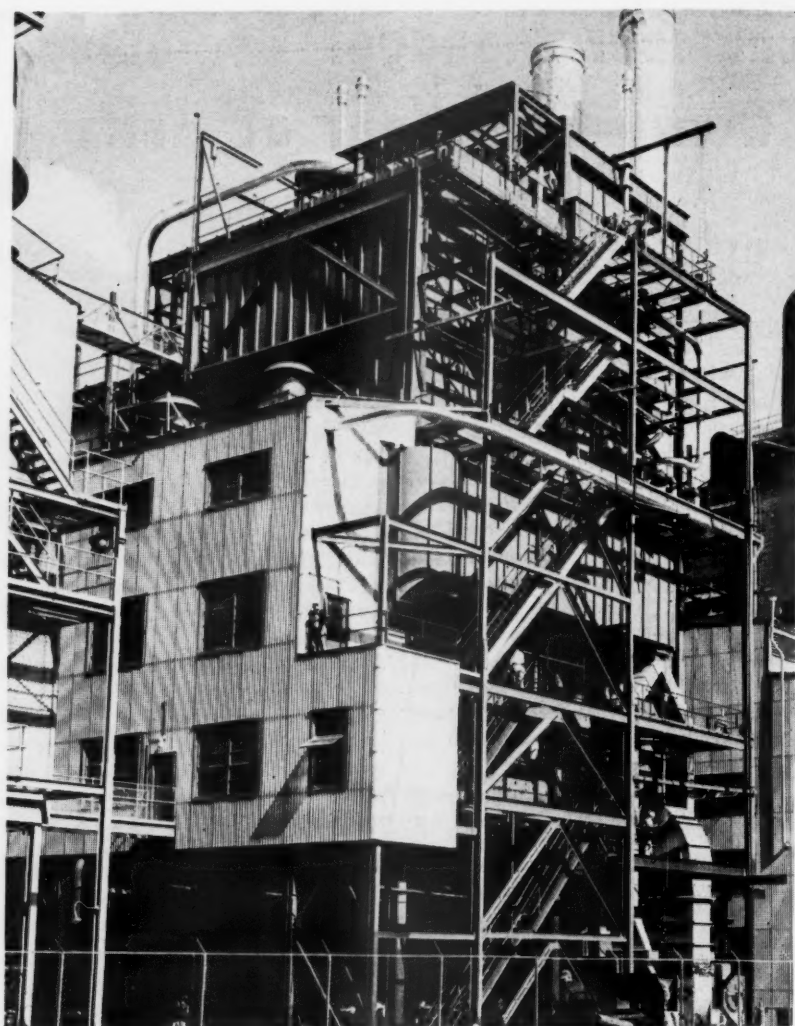
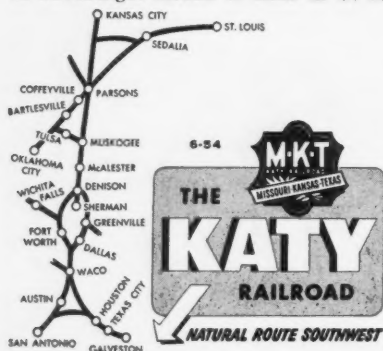
**for freight**—fast and dependable via the famous Katy Komet and other Katy fast freights. From St. Louis and Kansas City to principal Missouri, Kansas, Oklahoma and Texas cities. Ask about Katy's L. C. L. Freight merchandise service.



**for industrial expansion**—outstanding Katy-served industrial districts and sites. Ample Labor, Natural Resources, Low Cost Power at your service. Contact Katy Industrial Department, Dallas 2, Texas, without cost or obligation.

## THE KATY IN DALLAS

Standout Katy-developed industrial locations include Air Lawn, Garland, Farmers Branch, Cedar Crest and similar areas in greater Dallas. Newest home for Dallas industry is the Windsor-Katy Brook Hollow District, ideal in location, beautiful in appearance, a complete range of advantages second to none in U. S.



## Increases Capacity of Dallas Power & Light

This is a view of the boiler structure of a new generating unit recently installed at the Dallas Power & Light Company's Dallas plant, 2707 Flynn. The new unit boosts the company's total generating capacity to 482,000 kilowatts. The 75,000 kilowatt generator was placed in operation in time to meet increased power demand during the summer months.

**Pattern Firm Leases.** The Butterick Company, Inc., of New York City, worldwide printed dress pattern distributors, has leased a building now under construction in the Trinity Industrial District. The building will contain 6,000 square feet of air conditioned space, double the space now occupied by the firm in the Santa Fe Building. Department and chain stores throughout the Southwest will be serviced from the Dallas branch, Mrs. Georgia Landry, manager, said. Tom A. Whitley of Howell H. Watson and Jack D. Watson, realtors, handled lease negotiations. Williams and Wagner Construction Company owns and is general contractor for the building.

**Firm Purchases Frigikar.** Bert J. Mitchell and Associates, Dallas, has acquired Frigikar Corporation, six-year-old Dallas automobile air conditioning firm, formerly a division of Lone Star Olds-Cadillac Company. The firm will retain the name Frigikar and will continue to operate from the Frigikar plant at 1602 Cochran. Mr. Miller, a veteran manufacturing executive in the automotive field, said Frigikar is getting into full production turning out 50 auto units a day for eight makes of automobiles. The firm recently received an order to stock units in various Packard Motor Car Company zone parts depots for distribution to Packard dealers.





**THE WALK-IN UNIT** of the new Industrial National Bank at Industrial and Turtle Creek has no bars or glass in front of tellers' cages and no railings separating officers' desks. Walk-in customers are provided a 200-car parking area.

## Industrial National Bank Opens in Trinity District

**W.** B. GILBERT has been named active chairman of the board of directors and Fritz W. Glitsch, Jr., has been elected a new director for the Industrial National Bank of Dallas, which recently opened its new building at Industrial and Turtle Creek in the Trinity Industrial District.

Formerly a vice president and loan officer of the Dallas National Bank, Mr. Gilbert also is chairman of the board of the Irving State Bank and of the Grand Prairie State Bank and is vice president and director of the Grand Prairie Savings and Loan Association. He had been with Dallas National Bank for 26 years before assuming his new duties July 16.

He is a graduate of North Texas State College and the University of Texas and

received his law degree from Jefferson University Law School.

Mr. Glitsch is secretary-treasurer of Fritz W. Glitsch & Sons, Inc., and of Fritz W. Glitsch & Sons (Canada), Ltd. A director of both companies and a partner in Glitsch Engineering Company, he is a graduate of Texas A & M College. He was employed by General Electric Company for three years in Schenectady, New York, before entering business with his father and brother in Dallas in 1930.

Industrial National Bank, Dallas' newest, opened for business in its new building May 28. Unusual features of the new structure include four drive-in windows at the front of the bank, with facilities for cashing checks as well as making deposits; drive-in entrances on both sides to accommodate fast-moving traffic, and a specially reserved parking space next to the entrance for physically handicapped customers.

No bars or glass are used in front of the tellers' cages, and no railings separate the lobby from officers' desks.

By its design and its location in the Trinity Industrial District, President George I. Fetzer points out, the bank can serve industrial leaders, the great number of industrial employees, fast-moving traffic, and large outlying areas which have no automobile banking facilities.

Actually it is divided into two units—the drive-in bank in front, equipped with bullet-proof glass and a two-way speaker system; and the larger walk-in bank with spacious lobby.

Architects were Alexander and Russell, builder was McFadden and Miller Construction Company, and cages and fixtures were built by Otto Coerver.

**A DRIVE-IN** unit at the front of the new Industrial National Bank has four windows where customers may cash checks as well as make deposits.



DALLAS • JULY, 1954

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Doubling Thomas!**



**He just doesn't have  
"Continuous Vision"**

Embarrassing incidents like this are often the result of your inability to see clearly without age-revealing head movements. If you'd like to regain the "continuous vision" of youth—clear, natural vision at all distances—see your doctor. He may prescribe Continuous Vision Lenses. Bring your prescription to us for accurate service and a complete selection of attractive frames.

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**TEXAS**  
**REFRIGERATION &  
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**SHOWING THE IMPORTANCE** of good civic promotion, this exhibit on the Texas Centennial Celebration is studied by Homer R. Mitchell, president of the Dallas Historical Society and Dr. Herbert Gambrell, Dallas historian.

## 'Hurrah for Dallas' Shows Civic Pride

"HURRAH for Dallas" has been the victory cheer of the city's leaders and builders for many years.

To prove it, the Dallas Historical Society is now displaying an exhibit of civic promotional material that has been instrumental in rallying Dallas citizens behind such causes as the Texas Centennial Celebration, cultural advances, harnessing of flood waters, and orderly civic development.

**DIORAMA** of early Dallas is studied by Mr. Crossman and Dr. Gambrell.



The exhibit, prepared under the direction of Virginia Leddy Gambrell, director of the museum, is designed to show the importance of civic promotion.

Commentary on one of the exhibits states, "The Dallas Chamber of Commerce, reflecting the goals of its citizens and bankers and business men, has played an aggressive role in building Dallas.

**THE DALLAS EXHIBIT** will be shown through the month of August. Located in the East Texas Room of the Hall of State, the display is open to the public free from 9 to 5 Mondays through Saturdays and from 2 to 6 on Sundays.



**CIVIC PROMOTION** was also important in building Dallas as a music and art center. Jerome K. Crossman, president of the Dallas Chamber of Commerce, looks at early opera publicity.

"Men made Dallas a great city. They were shrewd and wise and they were boomers and braggarts and promoters; but they built a city and they planned it as they went along.

"They filled in the mud holes and paved them over.

"They brought in the railroads and saved Dallas from being one more of scores of prairie towns that dot North Central Texas even today.

"They rassled with the whole State of Texas and got and kept the State Fair of Texas.

"They brought in great industries which attracted scores of thousands of new citizens.

"And they made it a world financial center for oil and cotton."

The exhibit is located in the East Texas Room of the Hall of State on the Fair Grounds. It is open from 9 to 5 Monday through Saturday and from 2 to 6 on Sunday afternoon. No admission is charged.

Dallas citizens are invited to see it during the month of August.

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**Princeton**

**Rockwall**

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**Wylie**

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Water District  
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**NORTH TEXAS  
MUNICIPAL WATER DISTRICT**





**SPECIAL PLAQUE** is presented to W. W. Overton, Jr., second from left, by Ben H. Wooten, left, as Mrs. Overton and John S. Sinclair look on.

## Overton Wins Praise

A DALLAS leader who directed the American Red Cross' \$85,000,000 fund-raising and membership campaign now possesses a special "plaque of appreciation" presented to him by the citizens of Dallas.

W. W. Overton, Jr., national Red Cross membership and fund chairman for 1954, was given the plaque at a testimonial luncheon attended by some 550 persons.

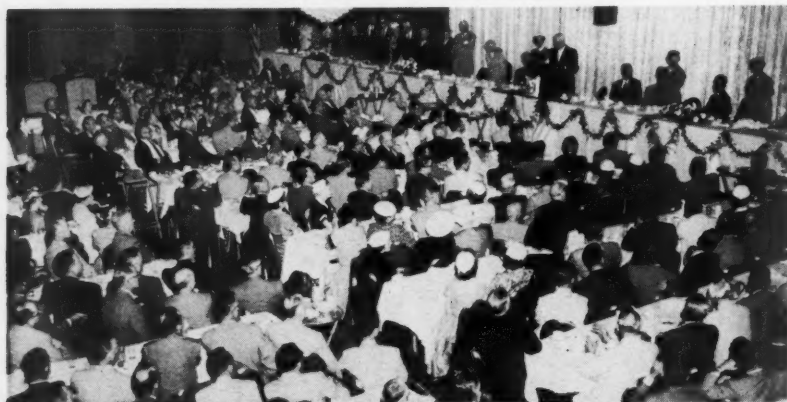
Presentation was made by Ben H. Wooten, who stated that Dallas is willing

to be judged in the past, present and future "by the man we are honoring today."

Principal speaker at the luncheon was John S. Sinclair of New York, who headed the campaign in 1952. He praised Mr. Overton as a "great ambassador for Dallas" and an "outstanding example of the modern American businessman."

Twenty civic leaders and their wives were at the head table to honor Mr. Overton.

**A CAPACITY HOUSE** turned out for the Baker Hotel testimonial luncheon paying tribute to Mr. Overton for his work in the 1954 National American Red Cross campaign.



## \$357,000 Contract Let For Turtle Creek Sewer

A \$357,000 contract for construction of the Turtle Creek pressure sewer in the Trinity Industrial District has been awarded to McKenzie and Whittle Company. L. Storey Stemmons, president of the Industrial Properties Corporation, has announced. Work is to begin about August 1.

The entire sewer, to cost \$3,337,565, is one of two being built under a \$12,000,000 Dallas Floodway improvement program approved by Congress. Dallas will pay \$300,000 of the cost.

The recent contract is the second to be awarded on the big project which will extend from the levee to above Fairmount and will carry runoff from about 5,284 acres of the North Dallas area.

The 7,800-foot-long conduit will be semi-elliptical in shape and about 21 feet high and 21 feet wide at the base.

Whittle Construction Company received the first contract for \$535,000 to build that section between the levee and Irving Boulevard. This included outlet structures at the levee and about 1,100 feet of conduit.

Drainage of the Trinity Industrial District now is accomplished by three other pressure sewers and by pumping stations and gravity.

★

**New Quarters Occupied.** The J&R Machine Works has moved into new quarters at 531 West Commerce. The company does precision tool product work and sub-contracts for aircraft manufacturers in the Dallas area. Additional equipment was installed in the firm's new building, which provides about 150 per cent more floor space than it had previously. The company plans to double its plant within the next few years, owners announced.

★

**Coldtemp Opens Office.** Coldtemp Automobile Refrigeration Company has opened an installation and service center and general offices at 801 North Pearl. The firm operates a factory at 9217 Weiss and an Oak Cliff service center at 1400 East Jefferson.

★

**Named Rug Agents.** Julius P. Griffin and Associates of Dallas has been named agent for Deltex rugs in Texas and Louisiana. William O'Brien, Oklahoma mill representative, will continue collaboration with the Griffin firm, which operates its warehouse at 155 Howell.

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## STATEMENT OF CONDITION

JUNE 30, 1954

### RESOURCES

Cash and Due from Banks . . . . .	\$197,750,858.34
U. S. Government Securities . . . . .	107,087,644.06
U. S. Government Agency Notes . . . . .	9,486,988.77
State, Municipal and Other Securities . . . . .	10,581,542.40
Stock in Federal Reserve Bank . . . . .	1,500,000.00
Loans and Discounts . . . . .	299,480,338.03
Real Estate — New Building and Equipment . . . . .	16,506,841.02
Acceptances and Letters of Credit . . . . .	8,550,580.33
<b>TOTAL . . . . .</b>	<b>\$650,944,792.95</b>

### LIABILITIES

Capital . . . . .	\$ 24,000,000.00	
Surplus . . . . .	26,000,000.00	
Undivided Profits . . . . .	7,479,840.93	\$ 57,479,840.93
Reserve for Dividend, Payable July 1, 1954 . . . . .		240,000.00
Reserve for Contingencies . . . . .		4,724,321.58
Reserve for Taxes, Etc. . . . .		3,965,163.33
Acceptances and Letters of Credit . . . . .		8,808,580.33
Deposits:		
Individual . . . . .	\$368,501,253.41	
Banks . . . . .	181,337,317.88	
U. S. Government . . . . .	25,888,315.49	575,726,886.78
<b>TOTAL . . . . .</b>		<b>\$650,944,792.95</b>

### DIRECTORS

KARL HOBLITZELLE, Chairman of the Board

JOHN W. CARPENTER  
Chairman, Southland Life Ins. Co.  
EDWARD H. CARY, JR.  
Pres., Cary-Schneider Investment Co.  
WIRT DAVIS, II  
Investments  
FRED F. FLORENCE  
President  
R. B. GEORGE  
President, R. B. George Investments, Inc.  
HAMLETT HARRISON  
Exec. V. P., Trinity Universal Ins. Co.  
J. M. HIGGINBOTHAM, JR.  
Higginbotham-Bailey Co.  
RALEIGH HORTENSTINE  
President, Wyatt Metal &  
Boiler Works

J. C. KARCHER  
President, Concho Petroleum Co.  
J. L. LATIMER  
President, Magnolia Petroleum Co.  
W. W. LYNCH  
President, Texas Power & Light Co.  
LEWIS W. MACNAUGHTON  
President, DeGolyer & MacNaughton  
B. F. McLAIN  
President, Hart Furniture Co.  
STANLEY MARCUS  
President, Neiman-Marcus Co.  
HOMER R. MITCHELL  
Chairman, Texas Employers  
Insurance Association  
CHARLES R. MOORE  
President, Austin Bridge Co.

J. H. PEARLSTONE  
President, Pearlstone Mill &  
'Elevator Company  
GEORGE HARVEY PENLAND  
Chairman, Southwestern  
Drug Corporation  
LAWRENCE S. POLLOCK  
President, Pollock Paper Corp.  
J. W. SIMMONS  
President, Simmons Cotton  
Oil Mills  
R. L. TAYLOR  
Vice-Pres., Sears, Roebuck & Co.  
JOE C. THOMPSON  
President, Southland Corp.  
WILLIAM H. WILDES  
President, Republic Natural  
Gas Company

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**USING A GOLDEN SHOVEL**, Arthur L. Kramer, Jr., president of A. Harris & Company, breaks ground for the store's new Oak Cliff Center. Looking on are Leon A. Harris, Jr., vice president, and Mayor R. L. Thornton.

### New Oak Cliff Center Construction Begins

Construction on A. Harris & Company's new \$5,000,000 Oak Cliff Center was launched early this month when President Arthur L. Kramer, Jr., used a golden spade to turn the first shovel of earth on the big suburban project.

Some 300 persons attended the groundbreaking ceremony under a tent on the 30-acre site and heard speeches of dedication by Mayor R. L. Thornton and Avery Mays, vice president of the industrial division of the Oak Cliff Chamber of Commerce.

The center, announced last fall (see August, 1953, issue of DALLAS, is to be completed in the fall of 1955. It is located in the southeastern part of Oak Cliff about six and one-half miles from downtown Dallas.

Although A. Harris & Company's first branch or suburban store will be the core of the new center, there will be space for 38 other shops and stores. All will be air-conditioned. Parking space for 3,000 cars is planned.

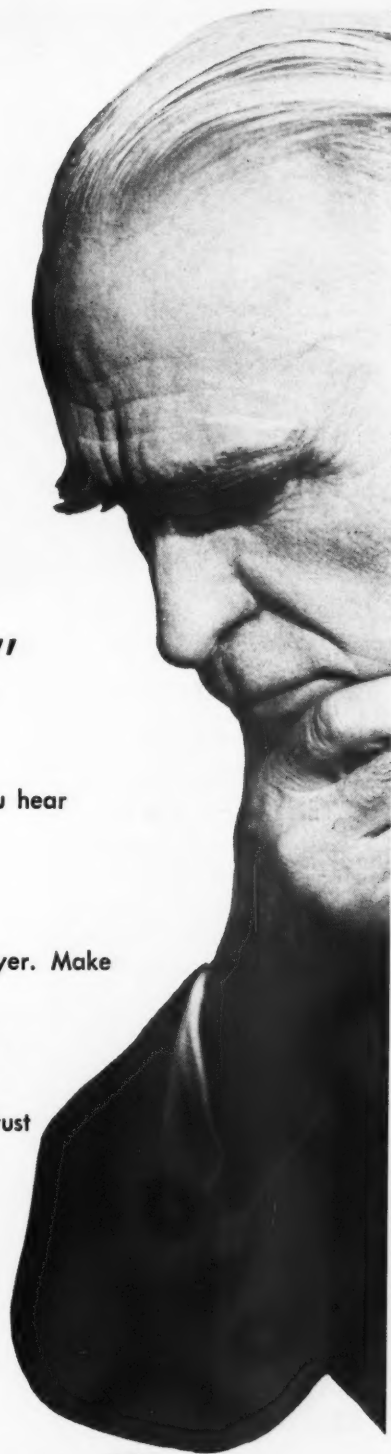
Designed by Welton Becket & Associates of Los Angeles with Dallas architects Smith and Mills developing working plans, the new center is being constructed by Henry C. Beck Company. Leasing arrangements are being handled by Henry S. Miller Company.

"It's hard to believe... he didn't leave a will."

How many times do you hear this? But, it's mighty easy to prevent. See your lawyer. Make a will. Appoint Texas Bank your executor. Our Trust Department will see that your wishes are carried out.



**TEXAS BANK**  
& TRUST CO. of DALLAS





*What*  
**POLICYHOLDERS**  
*Say*

This is one of many testimonial letters received from policyholders of the Texas Employers Insurance Association. These letters tell what policyholders think of the Service and Savings received from the Association.

Ask the Texas Employers representative nearest you to show you more of these letters, as proof of what Texas' largest writer of Workmen's Compensation Insurance can do for you.



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### **WE QUOTE FROM A POLICYHOLDER'S LETTER**

"We want to take this opportunity to thank you for the dividend check received from you in the amount of \$8,668.97 which represented 41.13% of premiums paid.

"Also, we wish to state that we have received very satisfactory service from your Claims Department, and your Safety Engineers have been a great deal of help in keeping down our loss ratio to 13.38%. In line with their suggestion of encouraging employees to guard against carelessness, we have initiated the policy of rewarding the different crews by giving a dinner for them quarterly upon the completion of each accident free period. This has made everyone more safety conscious and has resulted in a material reduction of accidents."

**TEXAS EMPLOYERS  
INSURANCE ASSOCIATION**  
HOME OFFICE • DALLAS, TEXAS



### New S.M.U. Building Nears Completion

The Joseph Wylie Fincher Memorial Building on the Southern Methodist University campus will house the School of Business Administration when completed this fall. The new building is the forty-ninth to go up on the S.M.U. campus. The Umphrey Lee Student Center, another new building now under construction, will be dedicated in May or June, 1955.

The Texas Home Office Life Underwriters Association elected HARDIN H. HALL president, W. C. KALTENBACH, vice president; R. W. BLEVINS, vice president; LORRAINE PEMENKO, secretary-treasurer, and JAMES RATLIFF, publicity director.

J. DuVAL WEST, partner in Jones-West Mortgage Company, has been named Mortgage Banker of the Year and presented the J. E. Foster award in recognition of "outstanding service performed in behalf of the mortgage banking industry in Texas."

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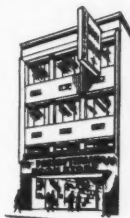
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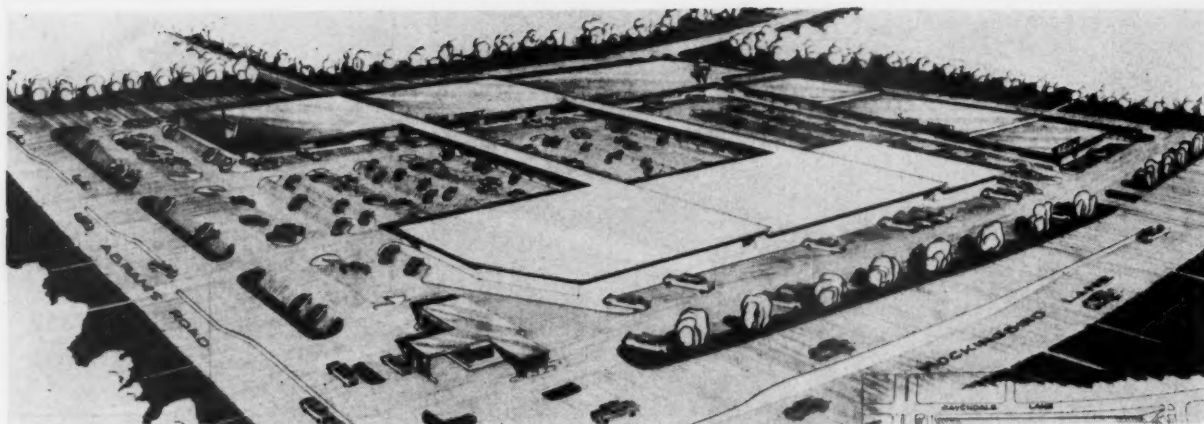
Dallas

**Presbyterian  
Book  
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### Construction Starts on New Caruth Shopping Center

Hillside Village, a new shopping center at Abrams Road and Mockingbird Lane, has been put under construction, W. W. Caruth, Jr., Dallas suburban planner and developer, announced. The new business area, to include more than 300,000 square feet of ground floor space in addition to ample parking facilities, will be the largest center in North Dallas or the Park Cities under single ownership, Mr. Caruth said. First construction, started July 1, will be "L" shaped to provide long unbroken sidewalks and will be similar to Mr. Caruth's Inwood Village. It will be located east of Abrams. A second section, west of Abrams, later will be built to com-

plement the present project. Of steel and masonry construction, the first development will have about 125,000 square feet of ground floor space, enough to accommodate some 35 stores and shops, when completed this fall. J. Lawrence Jones is contractor. Key businesses in the first building will be two supermarkets and a large independent drug store. A corner location has been reserved for a super service station. Leases are being worked out with other businesses designed to meet the needs of the average family and suburban living. Hillside Village, Mr. Caruth said, is expected in the future to serve an area of some 25,000 persons north to Northwest Highway and east to White Rock Lake.

**Firm Establishes Warehouse.** Doughboy Industries, Inc., has established a warehouse distribution center in the Merchandise Mart. The firm will maintain complete stocks of plastic, inflatable pools and toys at the Akard and Young location. The Dallas center will be one of nine in the company's network of distribution points.

**Couple Purchase Motel.** Mr. and Mrs. C. H. Mason of Dallas have bought the Eastern Hills Motor Hotel, 3422 Samuels, Dallas Builders I. S. and L. A. Fonville announced. The 50-unit court features year-round air-conditioning and a swimming pool. Mr. Mason has been in the hotel business since 1938 and formerly operated the Palomino Motel.

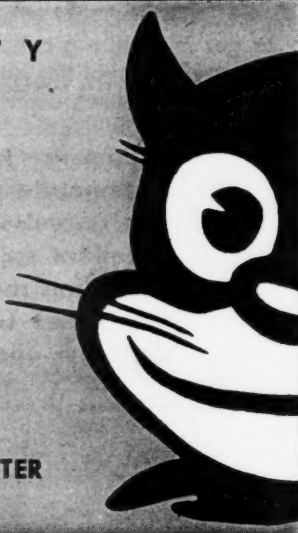
**Library Dedicated.** The G. H. Turner Public Library at Florence Hill, a branch of the Dallas County Public Library, has been dedicated at Florence Hill School. G. H. Turner, president of the Grand Prairie State Bank, donated \$15,000 for the new building. The one-story brick structure contains more than 1,000 square feet of floor space and 3,000 books.

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*Insurance*

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### Presidents Discuss Bank Merger

President Blagden Manning, left, of Dallas National Bank and President Ben H. Wooten, of First National Bank in Dallas, discuss the proposed merger of the two institutions. Merger is expected early in August following action by stockholders and approval of the U. S. comptroller of the currency. Boards of directors of the two banks will meet on August 3. The merger, under the name of the First National Bank in Dallas, would unite two institutions with combined deposits of \$688,027,197 on the basis of June 30 bank call figures. Combined resources as of June 30 would be \$738,277,590. The combined bank would be the Southwest's largest. Mr. Wooten would be the merged bank's president and Mr. Manning, chairman of the executive committee.



### Mueller Brass Opens New Building

A new 20,000-square-foot building at 1616 HiLine Drive in the Trinity Industrial District has been opened by the Mueller Brass Company. Al Hoffmeier, branch manager, has announced. Providing more than twice the space of the company's former quarters at 111 Cole, the new pink brick building will be headquarters for Mueller's service of Texas, Oklahoma, Arkansas and New Mexico. Other officers of the firm, which began operations in Dallas four years ago, are H. A. Christensen, assistant branch manager; C. E. Grant, district sales manager, and M. W. Cooper, assistant to the district sales manager. McFadden and Miller was general contractor for the building, owned by Trammell Crow who is developing the Trinity Industrial Park section of the Trinity Industrial District.

A specialist in hearing aids for children in Dallas since 1939, W. P. HARDER, has joined the staff of R. H. Higgins Company.

The Dallas office of the American International Underwriters Corporation has a new assistant manager, GEORGE J. SHAW.



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H. NESTOR DUVALL, Manager

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No Cost  
to the  
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CONTRACTORS



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#### Advanced by First National

Frank C. Carter, Jr., has been advanced to senior vice president of the First National Bank, which also has announced election of Graydon T. Hodge as assistant cashier. Mr. Carter, a loan officer, was promoted from vice president, a position he has held since 1944. Mr. Hodge, of the bank's business development staff, had also served in the transit, general bookkeeping, tellers, and loan and discount departments.



### "Put None but Americans on Guard Tonight"\*

Today, we who are truly Americans need still to be on guard... not alone against the obvious evils but against those unintentional deficiencies within ourselves which could destroy democracy.

Neglect to use our vote wisely... a careless approach to our jobs because work is plentiful... waste of food and material... and a slackening in moral fibre and in the things of the spirit.

If we are truly dedicated to freedom as were our forefathers, we will be on guard so that we can build, with God's help, a stronger, better America for ourselves and for the generations of Americans to come.

Your Southland Life Insurance Company, thinking... speaking... working in this spirit, accepts its grave responsibility to protect through its many services, American families and American businesses, both great and small.

*\* Ascribed to George Washington, April 30, 1777*

ASSETS OVER \$160,000,000  
Insurance in Force Over \$800,000,000  
Paid to Policyowners and Beneficiaries  
Over \$117,000,000

55 BRANCH OFFICES

**Southland**

Life Insurance

Serving  
Since  
1908

**Company**

Home Office • Dallas

LIFE • ACCIDENT • HEALTH • HOSPITALIZATION • GROUP



#### Otis Project Engineer

John V. Fredd, formerly senior design engineer of Otis Engineering Corporation, has been appointed project engineer. The firm is the manufacturing affiliate of Otis Pressure Control, Inc. Mr. Fredd, who joined Otis in 1947 after seven years with AC Spark Plug Division of General Motors Corporation, has designed or contributed to the design of much Otis equipment now used throughout the industry.

★

A former Dallas mayor, J. WOODALL RODGERS, has been named to the board of directors of the American Planning and Civic Association.





#### Named Board Chairman

Charles J. McCarthy, aviation industry designer, engineer and executive since World War I, has been elected chairman of the board of directors of Chance Vought Aircraft, Inc. Mr. McCarthy, a vice president of United Aircraft Corporation and at one time general manager of the former Chance Vought Aircraft Division of U.A.C., is resigning his United Aircraft post. Other members of the C.V.A. board are F. O. Detweiler, president of Chance Vought, D. A. Hulcy, W. W. Overton, Jr., Admiral H. B. Salada, vice president of C.V.A., R. L. Tayloe, N. V. Turney, C.V.A. controller, and J. R. Wood.



#### Named General Manager

Eugene W. Bailey has been named general manager of Dallas Aero Service, in charge of all activities at the pioneer Love Field installation. Mr. Bailey, secretary-treasurer of Pioneer Airlines for almost nine years, is an accounting and business administration graduate of Southern Methodist University. He is a certified public accountant and a member of the Texas State Society of Certified Public Accountants and the American Institute of Accountancy.



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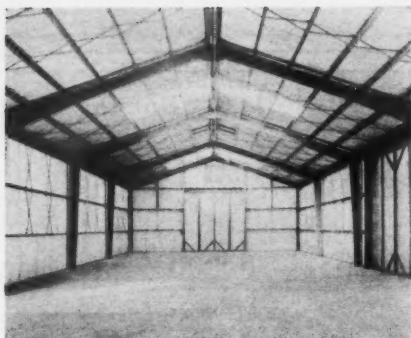
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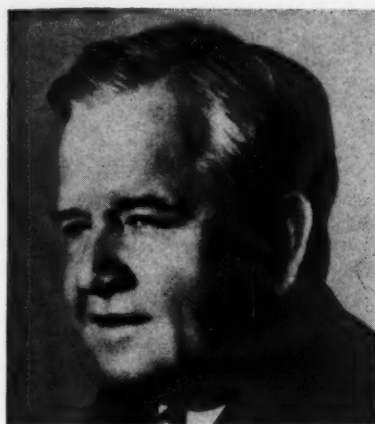
### First National Official

M. F. Richardson, executive vice president and director of the Hillcrest State Bank for the last five years, has been elected a vice president of the First National Bank. He returns as a senior loan officer to the bank where he started his banking career in 1923 as a runner. Mr. Richardson attended the University of Dallas and joined the old City National Bank before it was consolidated with the former American Exchange National Bank in 1930 to become First National.



### Gets New Temco Post

I. Nevin Palley, formerly chief of missile design for Chance Vought Aircraft, has joined Temco Aircraft Corporation in the newly created post of vice president of engineering. Mr. Palley, credited for the successful direction of the Regulus guided missile program, was recently referred to in a national magazine article as "Mr. Guided Missile." In his new post Mr. Palley will direct all Temco engineering and electronic activities. He is a recently appointed member of the Technical Advisory Panel on Aeronautics for the Assistant Secretary of Defense for Research and Development.



#### Elected to Board

E. L. DeGolyer, petroleum geologist and oil executive, has been elected to the board of directors of Dresser Industries, Inc., manufacturers of oil, gas and chemical equipment. Mr. DeGolyer, a senior member of the consulting firm of DeGolyer & MacNaughton, began his oil-finding career after serving with the United States Geological Survey. He was a founder of Amerada Petroleum Corporation, serving at one time as its president and board chairman, and held key government petroleum posts during World War II.



#### Dallas Federal Director

Donald E. Bowles, managing partner of the Shelton & Bowles Insurance Agency, has been elected a director of the Dallas Federal Savings and Loan Association. Mr. Bowles is vice chairman of the Dallas Insurance Placement Board, a member of the board of directors for the Dallas Association of Insurance Agents and the Dallas Community Chest, and a member of the Dallas Fire Prevention Council.

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#### New Mexican Consul

Ernesto Zorrilla Herrera, a veteran of 16 years in the Mexican consular service, has assumed duties of Dallas Consul. He is assisted by Vice Consul Daniel Mancha Macias, vice consul at San Antonio for 10 years before coming to Dallas. Consul Zorrilla came to Dallas from duty in Laredo and previously has served in New Orleans, Philadelphia, Houston and San Antonio.



#### Heads State Group

Gordon Durden, general agent for Pan-American Life Insurance Company in Dallas, has been elected president of the General Agents and Managers Conference of Texas. The group was organized in 1953, being known prior to that time as the General Agents and Managers Section of the Texas Association of Life Underwriters. Charles E. Gaines, vice president of Great National Life Insurance Company in Dallas, is committee chairman in charge of arrangements for the group's Southwest Management Conference in October.



#### TP&L Board Chairman

W. W. Lynch, president and general manager of Texas Power & Light Company, has also been named chairman of the board of directors, succeeding John W. Carpenter. Mr. Carpenter remains a director and chairman of the company's executive committee. Mr. Lynch has been with the utilities company since 1923 and has served as president and general manager since 1949. The company also has named two new vice presidents, Charles W. Wooldridge and L. A. Byron.



#### Heads Women Journalists

Beth Brogdon has been elected president of the Dallas chapter of Theta Sigma Phi, national professional fraternity for women in journalism. She is a staff member of the Dallas Council on World Affairs. Other officers are Pat Saunders, vice president; Bobbye Hughes, secretary, and Siddie Jo Johnson, keeper of the archives. All will serve for the 1954-55 term.

★

Announcement has been made by the Annahill Letter Service that FRITZ FOUTS was named sales and promotion manager.



## TECHNIPLAN

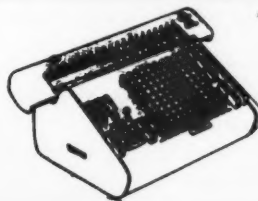
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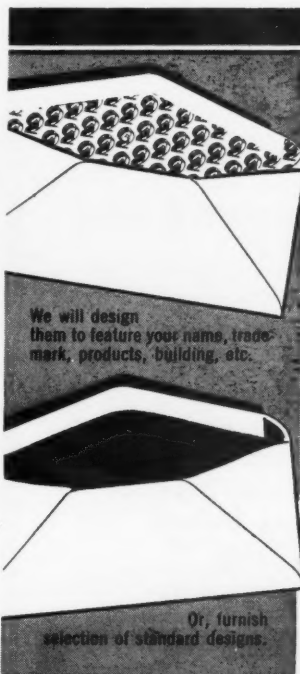
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**Insurance Group President**

P. H. Huffstetler, manager of the Dal-  
las agency of Great Southern Life Insur-  
ance Company, has been named president  
of the General Agents and Managers  
Club of Dallas. He is former president of  
the Dallas Association of Life Under-  
writers and has 25 years' experience in  
insurance. Other officers are James H.  
Stevens, first vice president; Robert G.  
Farmer, second vice president; Jack  
Pierce, treasurer; John Savage, secretary,  
and Lloyd M. Miller, Lloyd Silberberger  
and J. Frank Smith, directors.



**Named Vice President**

E. L. Williams has been appointed vice  
president of the Lone Star Package Car  
Company. He has been associated with  
the company for 21 years, joining the  
Texas corporation after 12 years' service  
with the Santa Fe and 15 years with the  
Southern Drug Company in Houston,  
managing the traffic department.

★

Two native Dallas men, Dr. E. R. COX  
and JACOB METZGER, have been ap-  
pointed directors of the Lakewood State  
Bank.





#### Named T.M.T.A. President

George T. Howard, president of Howard Van Lines, Inc., 1617 North Peak, has been elected president of the Texas Motor Transport Association. This is the first time that a carrier of household goods has been elected to top office of T.M.T.A. The group includes firms and individuals engaged in all types of motor transport. For two years Mr. Howard has been the association's representative to the American Trucking Association, Washington, D. C.



#### Account Executive

Alex G. Pappas, formerly of the St. Louis office of Ruthrauff & Ryan, Inc., advertising agency, has been transferred to Dallas as account executive and coordinator of the Frito account. The firm also announced addition of Edward R. Gaines to the Dallas staff as an account executive. Mr. Pappas is a graduate of the University of Missouri and Washington University and Mr. Gaines, formerly of Phoenix, Arizona, is a graduate of Cornell University.

DALLAS • JULY, 1954

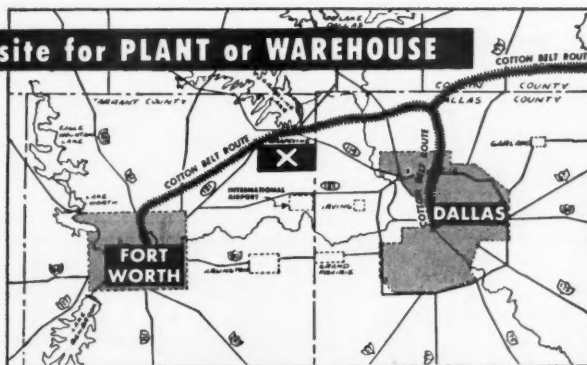
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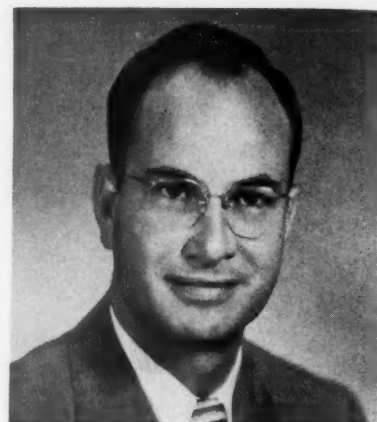


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#### Gets Insurance Post

Z. P. (Buddy) King has been elected vice president and agency director of Mercantile Security Life Insurance Company. Mr. King, a former Southern Methodist University faculty member, entered the life insurance business in 1949 when he became an agent for Southland Life. His most recent post was vice president of the National Equity Life Insurance Company of Little Rock, Arkansas.



#### Texas Title President

Julian T. Keith, formerly executive vice president and general manager, has been elected president of Texas Title and Abstract Company, 1106 Main. Mr. Keith is a veteran of 18 years in the mortgage loan and title fields in Houston and Dallas. Named directors of the company were Frank A. Hoke, vice president of Oak Cliff Savings and Loan Association, and E. W. Wolfe, owner of Tri-Cities Lumber Company.

★

Two new assistant cashiers, JOHN H. TENISON and MAURICE A. THARP, Jr., have been named by the Industrial National Bank.

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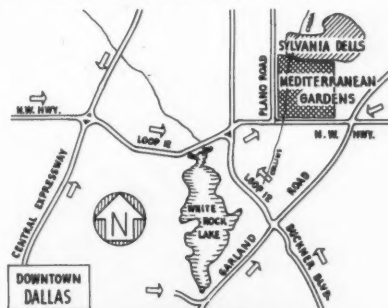
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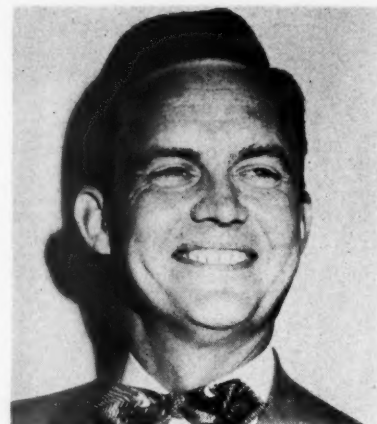
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### Jaycee of the Year

Charles William (Bill) Doolittle, Dallas insurance man, has been named "Jaycee of the Year" by the Dallas Junior Chamber of Commerce. Mr. Doolittle's work on Jaycee traffic safety programs during the year was emphasized in the presentation of the award. He has acted as general chairman of traffic safety and headed several traffic projects, including Code of the Road and Courtesy Ticket campaigns.

★

MORTON (DOUG) WEINMAN has been appointed manager of the Dallas office of the Bloomfield Steamship Company, which handles shipping to the Mediterranean and continental Europe. His office is 807 Cotton Exchange Building.

★

JOHN T. HUNT has been named service school instructor in the Dallas Lincoln-Mercury District of the Ford Motor Company.

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## S.M.U. Football

(Continued from Page 13)

freshman star in 1953, are expected to handle the duties at center.

S.M.U. boasts the most attractive home schedule since 1949 when the Mustangs performed in the Cotton Bowl on eight occasions with Notre Dame, Texas, Kentucky, Wake Forest, and other strong teams furnishing the opposition.

The Georgia Tech Yellow Jackets open the season for the Ponies on October 2 in a night game at Fair Park. By defeating West Virginia 42-19 in the 1954 Sugar Bowl game, Georgia Tech became the first school to win three major bowl games in succession. Tech won from Mississippi 24 to 7 in the 1953 Sugar Bowl and from Baylor 17 to 14 in the 1952 Orange Bowl.

With 25 lettermen returning, Coach Bobby Dodd of the Jackets is due to have another Bowl team.

The University of Kansas Jayhawks, playing under their new coach, Chuck Mather, will clash with the Mustangs in the Cotton Bowl at 2 p.m., Saturday, October 23.

After meeting Texas A.&M., Baylor, and T.C.U. in conference games in Dallas, the Ponies will wind up their season against the Notre Dame Fighting Irish on December 4. This will mark the second appearance of Notre Dame in the Cotton Bowl as the Fighting Irish won a dramatic 27-to-20 contest from S.M.U. in 1949.

Terry Brennan, who is coaching the Notre Dame eleven for the first time, has five regulars returning from the strong 1953 eleven that ended its year with a victory over the Mustangs. These are Ralph Guglielmi and Joe Heap, backs; Dan Shannon, end; Ray Lemek, guard, and Frank Varrichione, tackle.

Because of the colorful games scheduled, S.M.U. athletic officials are anticipating the largest home attendance since 1949.

★

THOMAS M. MOTT has been elected 1954-55 president of the Dallas Control of the Controllers Institute of America. Other officers are ERWIN P. KRAATZ, first vice president; BYRON W. CAIN, second vice president; WALTER F. BORN, secretary-treasurer; and CLAI-BORNE H. JOHNSON, GEORGE R. MARRS, FRED H. PENNINGTON, BELL C. SAMPLE, NEWTON V. TURNEY, and ELLIOTT W. ATKINSON, directors.

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### District Sales Manager

John T. Krieger has been named Dallas district sales manager for Braniff International Airways, and assumed his post as head of sales and traffic for the Dallas area on July 1. Mr. Krieger, a 10-year veteran in operations, sales and traffic with Braniff, was production control expediter for North American Aviation at Kansas City during World War II. Joining Braniff in 1944, he served in Wichita Falls, Amarillo, and Kansas City before coming to Dallas in 1952.

★

The president of Alford Refrigerated Warehouses, Dallas, FRED F. ALFORD, has been appointed to a cold storage industry advisory committee of the Department of Agriculture. The group's first meeting was in Washington, D. C.

★

A Dallas 'man, HERMAN H. EDWARDS, has been elected president of the local chapter of the Texas Association of Public Accountants.

★

RAY M. SOUDER of Dallas has been named executive secretary of Texas Hardware Mutual Fire Insurance Company.

★

Two members of the William S. Henson, Inc., staff have received promotions. ROBERT W. BURNHAM and AUBREY STREATER were named assistants to the president and vice president respectively.

★

Chance Vought Aircraft, Inc., has announced the promotion of B. A. BARKER to assistant purchasing agent in charge of general purchases and of L. C. HELD to assistant purchasing agent in charge of subcontracting.



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1115 Praetorian Bldg.	RI-1042



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EMPLOYMENT  
BOARD OF  
DALLAS

KNOWLEDGE • INTEGRITY • SERVICE





#### New Manager for Swift

H. D. Ripley, formerly a member of the Chicago staff of John Holmes, president of Swift & Company, has been named manager of Swift's Dallas plant. He succeeds W. B. Howell, who returned to Chicago as a member of the company president's staff.



#### Heads Storm-Vulcan

J. L. Tuttle has been elected president of Storm-Vulcan, Inc., succeeding his father L. D. Tuttle, who has become chairman of the board of directors. The firm manufactures engine rebuilding equipment and machines for the automotive industry. The younger Mr. Tuttle has been in the automotive service industry for 18 years and formerly served as vice president and treasurer of the company. Other officers announced are T. Larry Kidd, executive vice president in charge of sales; Sanford Johnson, secretary and treasurer, and Lynn L. Northrup, Jr., and Phil T. Minor, vice presidents.

DALLAS • JULY, 1954

## Financing Community Development



Each year, hundreds of new businesses and industries choose the Dallas area to locate; others already established here expand facilities and plant capacity. Last year, for example, non-residential contracts awarded totaled more than \$55,000,000.

Much of the financing for Dallas' business and residential construction is supplied by T. J. Bettes Company. Since 1939, T. J. Bettes has been closely linked with Dallas' development, assisting with building or modernization plans and mortgage credit problems, and providing Dallas' most complete real estate mortgage service.

### T. J. BETTES COMPANY

and BETTES INSURANCE AGENCY of DALLAS

1202 Main Street

## NATIONAL CITY BANK of Dallas

MEMBER  
F. D. I. C.

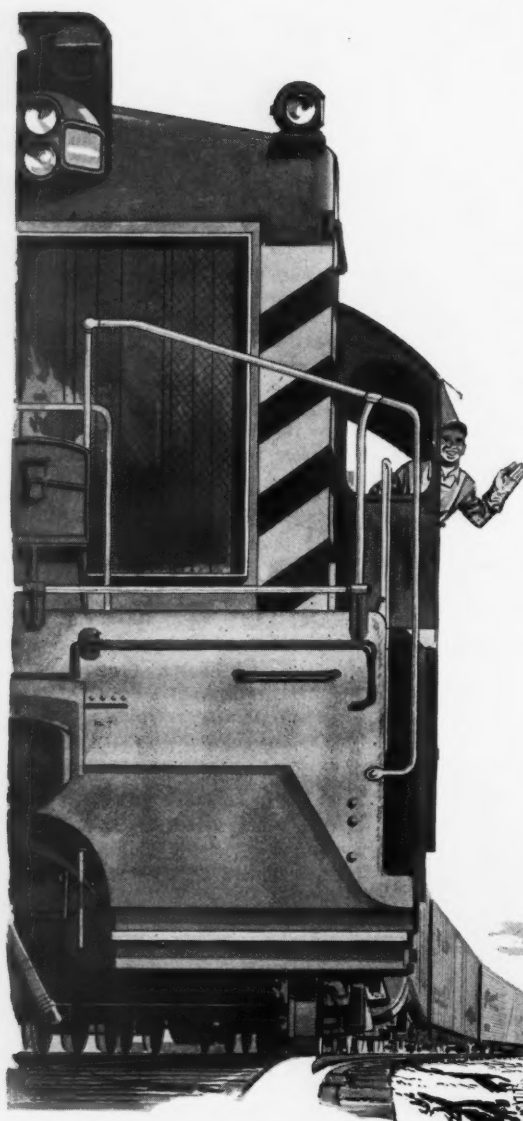


ELM AT ST. PAUL  
CAPITAL AND SURPLUS  
\$2,000,000

R. R. GILBERT, Chairman • DeWITT RAY, President

# Howdy, Neighbors...

## OURS IS A TWO-WAY TRACK!



Being successful in business and being a good neighbor have much in common . . . you must give as much in service and neighborliness as you expect to receive. It's sort of a two-way track.

For more than three-quarters of a century the Texas and Pacific Railway has been privileged to work with the people who have transformed the great Southwest from a frontier area of isolated villages into a vast industrial empire.

Texas and Pacific Railway has always operated on a two-way track of service. In return for the opportunities our neighbors have given our railway, we have tried to help build stronger, more prosperous communities.

But even greater opportunities lie ahead for the Southwest! Transportation is unexcelled . . . water is plentiful . . . fuel and power resources are unequalled . . . raw materials are abundant . . . and best of all, Southwesterners make no little plans!

*Serving the Growing Southwest  
for over 82 Years!*



TEXAS AND PACIFIC RAILWAY



## Young Men Going Places

# Al Ingels

By Robert Carl

A delegation of 900 women was convening in another Texas city about a year ago, trying to decide among themselves where to have the next year's meeting. It took a suave, good-looking young lad from Dallas to convince them that our city had every facility to make their next convention a huge success.

Any 27-year-old who can speak the mind of so many gracious ladies is certainly a *young man going places*.

But sincerity, genteel friendliness and innate sales ability are not the only virtues that denote Al Ingels, recently named sales manager for the 1250-room Adolphus Hotel.

This native Dallasite has a keen sense of civic pride which makes his job of helping to attract nearly 294,000 visitors to the city each year almost easy. We say "almost easy" because bidding for conventions, conferences and sales meetings is a very competitive business.

"It's sometimes difficult for people to believe Dallas has so much to offer—until they get here. Then, of course, they pretty much sell themselves," Al says assuringly with a smile.

Although he was with the Frito Company as sales engineer for a year, most of Al's business activities have been tied with the Adolphus; first as one of its 700 employees, and now as one of the 20 important department heads—a rise to success patterned in the true American tradition. He starts his day early and usually ends it fairly late, checking menus and arrangements for the next day's schedule. It's no surprise then that Randall Davis, "top brass man" at the Adolphus, lets Al run this important office all on his own. He knows Al is systematic as well as meticulous in his work. The result is an exacting efficiency. This does not imply Al never makes a mistake. He does, occasionally, of course. But he seems to have a knack for correcting them in a hurry.



AL INGELS

Because approximately \$13,690,000 is spent on conventions alone each year in Dallas, it points up Al's personal business and civic philosophy: "If you take anything from a city, you certainly should try to put something back." And this junior executive is always ready to do more than his share.

Most active in Junior Chamber of Commerce work, Al has served on its board of directors for the last three years. He has been named "Jaycee of the Month," and holds a Gold Key for his membership activities. He is also a member of the Dallas Sales Executives Club, the Downtown Optimists, Delta Chi Alumni association, the Dallas Citizens Baseball Committee, and the Hotel Greeters of Dallas.

Last year, as assistant team captain in the Community Chest campaign, Al received a "Chest-er" award for going over his fund goal. This year, as a full team captain in the commercial division, he is expected to repeat the performance.

This tall and energetic brunette attended St. Cecilia grade school and Sunset High in Dallas. And it was during his high school days that Al got his start at the Adolphus Hotel—as doorman for the famous Century Room. He also had a

paper route that helped pay for his first two years at college.

At North Texas Agricultural College, Al was enrolled in the R.O.T.C. where he rose to the high rank of Cadet Lieutenant Colonel. Later transferring to Southern Methodist University to major in personnel administration, his leadership was again recognized. Here he became a member of Alpha Phi Omega, national service fraternity, and Kappa Alpha Psi, professional business fraternity. He was president of his social fraternity, Delta Chi. And because he maintained almost an "A—average" in scholarship, he was elected to Blue Key, national honorary scholarship fraternity. In 1949, he graduated with a Bachelor of Business Administration degree from S.M.U.

Al likes a challenge. He affirms, "There's nothing you can't take—and perhaps with a little glamour—make something out of it."

His confidence is backed by a sense of realism too. "All talk and no production doesn't get one very far. You've got to deliver the goods just as you said you would." In short, he believes an apology is a poor way to fulfill an obligation.



## THE HOUSE OF MORTGAGE LOAN SERVICE

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- ★ COMMERCIAL AND INDUSTRIAL BUILDING LOANS
- ★ RESIDENTIAL, CONVENTIONAL F.H.A. AND G.I.

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and specifications on proposed  
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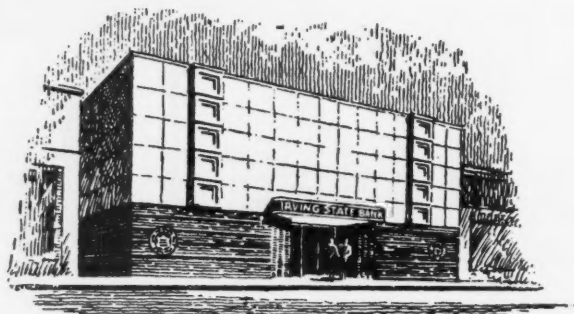


## Sheet Metal Fabrication and Installation for Industrial Plants

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workers with subnormal vision? Your  
Eye Doctor can help.

Bring Your  
Prescription For  
Glasses to us.



D. MARTIN THOMAS

## THOMAS OPTICAL COMPANY

GROUND FLOOR MEDICAL ARTS • DALLAS



### Appointed Branch Manager

Tom W. Archer has been appointed manager of the Wynnewood branch of Hexter Title and Abstract Company, with offices at 134 Wynnewood Village. Mr. Archer served for 28 years as president of a major Dallas abstract and title company. The largest title and abstract firm in Dallas County, Hexter has a downtown office and seven branch offices in the metropolitan Dallas area.



### District Sales Manager

Jim J. Nelsen has been appointed district sales manager of the plumbingware division for Texas and eastern Louisiana by the Norris-Thermador Corporation of Los Angeles. Mr. Nelsen, whose headquarters will be in Dallas, is a graduate of Drake University. He formerly served with the industrial division of Pittsburgh Plate Glass Company and as district sales manager for Briggs Manufacturing Company.

## interiors by cecille

mercantile nat'l bank bldg.

PRospect 1133

by appointment

FAirdale 6362



#### Heads Training Directors

Anthony L. Franzolino, director of training at Temco Aircraft Corporation and an assistant professor of personnel administration at Southern Methodist University, has been elected president of the North Texas chapter of the American Society of Training Directors. Other officers are Forrest J. Smith, vice president; W. D. Moore, secretary; Robert A. Crosby, treasurer, and Fred Wilbur and Reynolds S. Worthington, directors.



#### Buys Employment Agency

Earl L. Jolly has purchased the Metropolitan Employment Service, formerly operated by Mrs. Vennie T. Reeves and Mrs. Jackie Wood Johnson. Mrs. Reeves will remain in the organization as office manager. Mr. Jolly, a former major in the army, has had 16 years in civilian and army personnel work.

★

The chief design engineer on Convair's famed B-36 inter-continental bomber, JOHN W. LARSON, has joined Chance Vought Aircraft, Inc., as staff assistant to Chief Engineer FRED N. DICKERMAN.

DALLAS • JULY, 1954



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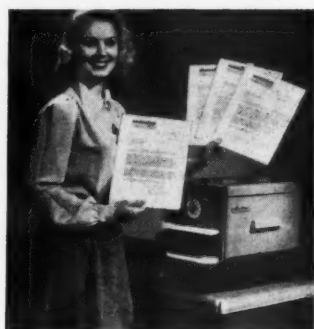
### COMMISSARY SERVICE COMPANY

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**Operators of In-Plant  
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Dallas 21, Texas

- ☐ I would like a demonstration of the Verifax  
Printer. Please have representative phone.
- ☐ Send literature.

# Revaluation Honor Roll

THE following firms have increased their support of the Dallas Chamber of Commerce by raising their dues in line with current costs:

A-BRIGHT ELECTRIC CO.  
THE ACERS CO.  
ACME WHITE LEAD & COLOR WORKS  
AIROLDI METAL PRODUCTS  
AIRSCO  
ALFORD PLUMBING & HEATING CO.  
ALL-STATE DISTRIBUTING CO.  
AMERICAN CAST IRON PIPE CO.  
AMERICAN INSURANCE COMPANY OF TEXAS  
AMERICAN LAUNDRY CO.  
AMERICAN LIBERTY OIL COMPANY  
AMERICAN SEATING COMPANY OF TEXAS  
ANCHOR AWNING & MANUFACTURING CO.  
GEORGE E. ANDERSON CO.  
C. ANDRADE, III  
ARCOLD CO., INC.  
ATLAS PLUMBING & HEATING CO.  
J. P. AWALT & CO.

EDWARD F. AYMOND CO.  
B & B ENGINEERING & SUPPLY COMPANY  
JOE F. BALISTERI TILE CO.  
BANKERS PROTECTIVE LIFE INSURANCE CO.  
BARBECK REFRIGERATION SUPPLY CO.  
RAY BEALL  
ADVERTISING  
BEAVER LODGE OIL CORPORATION  
BECKMAN TOOL RENTAL & SUPPLY  
BEER & COMPANY  
B. DAVID BENFER, JR., REALTORS  
BETTER MONKEY GRIP CO.  
T. J. BETTES CO.  
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F. E. BIEGERT CO., INC.  
BILLUPS, WOOD & MASCHO  
W. T. (BILL) BIRD  
JOHN R. BLACK, JR.

BLESSING & GIDDENS MILL & LUMBER CO.  
BOCK CONSTRUCTION CO.  
BOERGER OPTICAL CO.  
BOWLES & EDENS SUPPLY CO.  
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BRANUM CO.  
GEO. A. BREWER  
UNDERTAKING CO.  
ABE I. BRILLING  
BROKAW TOOL CO., INC.  
BROWN EXPRESS  
BURDEN AIR CONDITIONING CO.  
E. L. BURKS 5c to \$5 STORES  
WM. J. BURNS INTERNATIONAL DETECTIVE AGENCY  
BURRIS BUILDING MATERIAL CO., INC.  
BURRUS MILLS, INC.  
BURTON & WILKIN CANTEN CO. OF TEXAS  
R. J. CARAWAY CO.  
CARBISULPHOIL CO.  
CARPENTER PAPER CO.  
CARVER SOUND EQUIPMENT  
A. P. CARY CO.  
CENTURY BLUEPRINT CO.

CENTRAL BLUEPRINT CO.  
THE CHIEF FREIGHT LINES  
CIPANGO CLUB  
COHN GARMENT CO.  
COKESBURY BOOK STORE  
COMMERCIAL MUSIC COMPANY, INC.  
COMMERCIAL TITLE & ABSTRACT CO.  
COMMERCIAL TRAVELERS  
CASUALTY CO.  
COMMUNITY FINANCE & THRIFT CORPORATION  
COMMUNITY SERVICE BUREAU  
AYRES COMPTON ASSOCIATES  
J. S. CONNELL CO.  
CONSUMERS SUPPLY & PLUMBING CO.  
CONTINENTAL BAKING CO.  
COOK PAINT & VARNISH CO.  
COWLES & CO.  
GEORGE A. COX & CO.  
CRABTREE'S WHOLESALE RADIO  
CRADDOCK & NORSWORTHY, INC.  
CRAWFORD MANUFACTURING CO., INC.

CROOK ADVERTISING AGENCY  
J. C. CROUCH GRAIN CO.  
CULLER & SMITH  
CUTLER LABORATORIES  
DALLAS BLUEPRINT CO.  
DALLAS BROOM & MOP MANUFACTURING CO.  
DALLAS CIGARETTE SERVICE  
DALLAS FEDERAL SAVINGS & LOAN ASSOCIATION  
DALLAS OFFICE SUPPLY CO.  
DALLAS SHEET METAL WORKS, INC.  
DART GAMES CO.  
LESTER DAVIS  
DAVIS MILLINERY CO.  
E. G. DEAN & CO.  
W. E. DEAN & CO.  
DEARING, INC.  
DeBOGORY & DeBOGORY  
C. W. DELSING  
DELTA DISTRIBUTORS, INC.  
DELTA METALS, INC.  
ROBERT E. DENNARD CO.  
CHAS. L. DEXTER & CO.  
DOLCH CONCRETE PIPE CO.  
THE DORSEY CO., INC.  
DOW JONES & CO., INC.  
DUGGAN IRON & METAL CO.  
DUNTON'S CAFETERIA  
SAM DYSTERBACH CO.

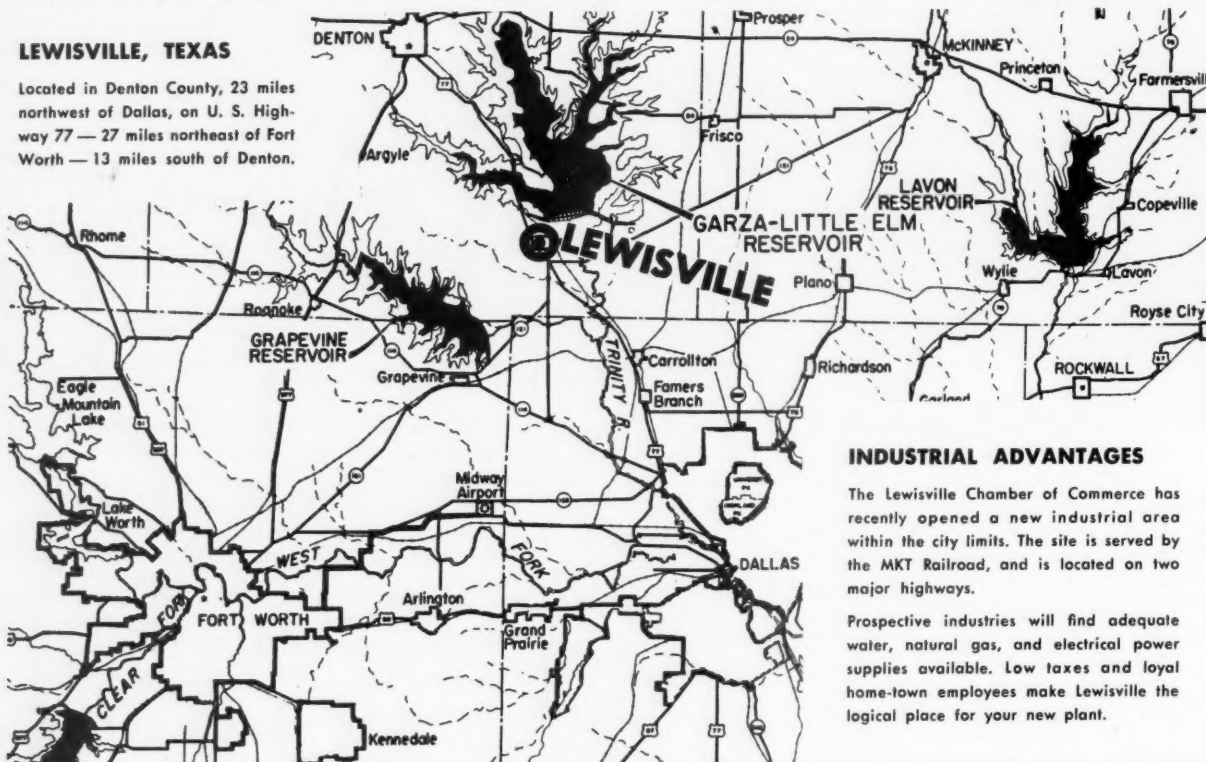
ROY EASTUS REALTY CO.  
EATWELL CAFE  
JAMES C. EDWARDS CO.  
EDWARDS-NORTHCUTT, INC.  
ELDRIDGE & GOGGANS  
ENTERPRISE, INC.  
EPPLER, GUERIN & TURNER  
ETHERIDGE PRINTING CO.  
EVERTS JEWELERS  
FIDELITY UNION LIFE INSURANCE CO.  
THE FIGARO CO.  
FISHBURN DYEING & DRY CLEANING  
FLORTEX OIL CO.  
FRIDEN CALCULATING MACHINE AGENCY  
E. A. FRETZ CO., INC.  
FRYMIER ENGINEERING CO.  
H. B. FULLER CO. OF MISSOURI  
R. H. GAMBLE CO.  
FLOYD GARRETT CO.  
ARTHA GARZA REAL ESTATE  
THE GASTON HOSPITAL  
GAY ELECTRIC CO.  
GENERAL SPORTSWEAR CORPORATION  
GENERAL TIRE SERVICE  
GLO CORPORATION  
GOODMAN PRODUCE CO.  
GRAHAM & LOCKE INVESTMENTS, INC.

## INVESTIGATE LEWISVILLE

"THE FINEST SUBURBAN LOCATION IN TEXAS!"

### LEWISVILLE, TEXAS

Located in Denton County, 23 miles northwest of Dallas, on U. S. Highway 77 — 27 miles northeast of Fort Worth — 13 miles south of Denton.



### INDUSTRIAL ADVANTAGES

The Lewisville Chamber of Commerce has recently opened a new industrial area within the city limits. The site is served by the MKT Railroad, and is located on two major highways.

Prospective industries will find adequate water, natural gas, and electrical power supplies available. Low taxes and loyal home-town employees make Lewisville the logical place for your new plant.

## IN THE HEART OF THE NORTH TEXAS LAKE AREA

For Additional Information, Write Lewisville Chamber of Commerce, Lewisville, Texas



GREAT WEST LIFE  
ASSURANCE CO.  
GREENE BROTHERS, INC.  
DAVID GRAHAM HALL  
FOUNDATION  
HAMILTON MACHINERY  
CO.  
HANDLEY & GRAY  
HARDWARE MUTUALS  
HARRY HARLAN  
HARPER ENGINEERING  
CO.  
JOE HEROLD, INC.  
HESSE ENVELOPE CO.  
HINES BLVD. LUMBER  
CO.  
HOBBS TRAILER  
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HOMELITE  
CORPORATION  
HOUSE OF CARPETS  
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KROEHLER MANU-  
FACTURING CO.  
LAMBERT LANDSCAPE  
CO., INC.  
LANE, GAMBLE &  
ASSOCIATES  
LARRIE EQUIPMENT CO.  
LASCO SUPPLY CO.  
LAUGHLIN & SILVER  
LAUNEY-ALTICK CLINIC  
ROBERT E. LEE LIFE  
INSURANCE CO.  
LEE WAY MOTOR  
FREIGHT, INC.  
THE LEMMON CO.  
JAMES A. LEWIS  
ENGINEERING, INC.  
W. E. LEWIS & CO.  
LIBERTY IRON &  
METAL CO.  
LIBERTY MUTUAL  
INSURANCE CO.  
LIFE INSURANCE CO.  
OF AMERICA  
LINZ BROTHERS  
LIPTON STAPLE CO.  
LOCAL & WESTERN  
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LOCKE, LOCKE &  
PURNELL  
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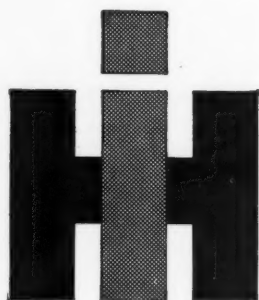
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## ANNOUNCING

## Advertising Agency Issue for September

The services of advertising agencies, their part in developing business in the Southwest, will be featured in the September issue of Southwestern Advertising & Marketing.

Edited by Ernest Sharpe, Professor of Advertising, School of Journalism, University of Texas, the issue will give the complete story of advertising agency development in the Southwest for the first time.

The issue presents Dallas advertising agencies with an unusual opportunity to present their own messages to the more than 3,200 subscribers of this regional magazine.



## SOUTHWESTERN ADVERTISING & MARKETING

Southland Life Bldg.

Dallas, Texas

## Honor Roll

(Continued from Page 49)

McGRAW  
CONSTRUCTION CO.  
L. O. McMillan  
J. W. MANGELSDORF  
AGENCY  
MARKS & RAWLES  
MARKS, THE SEAT  
COVER KING  
MARSHALL & MOORE,  
INC.  
MASON REALTY CO.  
MAYTAG  
SOUTHWESTERN CO.  
MEDARIS CO., INC.  
MELETIO ELECTRICAL  
SUPPLY CORPORATION  
MERCHANDISE MART,  
INC.  
MERLA TOOL  
CORPORATION  
METAL GOODS  
CORPORATION  
METZGER DAIRIES  
MEYERS & ROSSER  
MIDWEST MATERIALS,  
INC.  
ALTON L. MILLER,  
REALTOR  
WILLIAM S. MILLER &  
CO.  
GEORGE F. MIXON  
MOHR CHEVROLET CO.  
THE MORRIS STORES  
MORTEN MILLING CO.  
MORTGAGE INVESTMENT  
CORPORATION  
MOTOR TRUCK  
EQUIPMENT CO.  
MUTUAL BENEFIT  
HEALTH & ACCIDENT  
J. L. MYERS & SONS  
NATIONAL BOND &  
INVESTMENT CO.  
NATIONAL INDUSTRIES  
CORPORATION  
NELSON & NELSON  
NEPTUNE METER CO.  
THE WM. F. NICOL CO.  
NORTHWEST LUMBER  
CO.  
NORTHWESTERN  
MUTUAL FIRE  
ASSOCIATION  
NORWICH PHARMACAL  
CO.  
OAK CLIFF SAVINGS &  
LOAN ASSOCIATION  
OFFICE EQUIPMENT CO.  
OKLAHOMA PIPE LINE  
CONSTRUCTORS  
OLAN MILLS, INC.  
OLD FAITHFUL COUNTY  
MUTUAL FIRE  
INSURANCE CO.  
ORIENTAL GASKET &  
PACKING CO.  
ORTS & HUGHES  
C. M. (Pat) PATRICK  
INSURANCE AGENCY  
PEARSOL APPLIANCE  
CO.  
PEAT, MARWICK,  
MITCHELL & CO.  
PETERSON  
CONSTRUCTION CO.  
PIERCE PUMP CO.  
PITNEY BOWES, INC.  
THE PRELOAD CO., INC.  
PRICE WATERHOUSE &  
CO.  
PRODUCERS SUPPLY &  
TOOL CO.  
THE PROGRESSIVE  
FARMER CO.  
REECE SUPPLY CO.  
REPUBLIC INSURANCE  
CO.  
RHINOPTO COMPANY  
ROY A. RIBELIN  
DISTRIBUTING CO.  
L. L. RIDGEWAY CO.  
RINEHART OIL NEWS  
RIPLEY SHIRT CO.  
SUMMERFIELD G.  
ROBERTS  
WILEY ROBERTS & SON  
ROEDER & MOON  
ROHRER, HIBLER &  
REPLOGE  
ROSE, ROSE &  
CRUTCHER  
RUBEROID CO.  
T. M. RUCKER & CO.  
DALLAS RUPE & SON  
RURAL LIFE INSURANCE  
CO.  
SAFEWAY STORES, INC.  
SALADMASTER SALES,  
INC.  
SANDERS, LEFKOWITZ &  
GREEN  
SAN JUAN OIL CO.  
SCHEPPS, SABLOSKY &  
PEOPLES  
SCHLEY & SCHLEY  
SEAY & HALL  
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SHAW EQUIPMENT CO.  
SHEARSON-HAMMILL &  
CO.  
SHERWIN-WILLIAMS CO.  
BEN SIRA & CO.  
SKILLERN & SONS, INC.  
SKY BROADCASTING  
SERVICE  
SMITH-PERRY ELECTRIC  
CO.  
WYNNE SNOOTS CO.  
SOUTHLAND HOTEL,  
INC.  
SOUTHWEST FIXTURE  
CO., INC.  
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CORPORATION  
SOUTHWESTERN SHEET  
METAL &  
MANUFACTURING CO.  
SPARKMAN-BRAND, INC.  
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CO.  
SQUIBB-TAYLOR, INC.  
STANDARD  
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TEXAS LAWN SPRINKLER  
CO., INC.  
TEXAS METAL &  
MANUFACTURING CO.

(Continued on Page 52)



# 700 ACRES MORE

## *"Under the Skyline of Dallas"*

# NOW AWAIT DEVELOPMENT

Within the next year or so the undeveloped part of the Trinity Industrial District, lying to the north and east of the present developed area and extending to Inwood-Hampton Boulevard, will begin to become available for building.

The joint program, now well advanced, to improve drainage facilities throughout the Levee District on both sides of the Trinity, will permit the development of the Trinity Industrial District to continue. Participants in this program are the U. S. Army Engineers, the City of Dallas and the Dallas County Flood Control District.

### **Industrial Properties Corporation, Owners and Developers**

**John M. Stemmons, President**

**L. Storey Stemmons, Chairman of the Board**

**401 Republic Bank Bldg. • Dallas • Riverside 6552**

**DALLAS • JULY, 1954**



Your every requirement executed by Master  
Craftsmen . . .

at

## OTTO COERVER COMPANY

4032 Commerce St.  
TA-9504

Dallas  
TA-5503

Custom Made Fixtures for Banks—Stores—Executive Offices



*A cruiser of your own - and you can afford it!*

Enjoy all the fun, the excitement, the pride of owning this sleek, handsome 21-foot aluminum "Cruise Master"...at a very reasonable price! Speeds upwards of 20 m.p.h. . . safe, sturdily-built and superbly easy to handle, maintenance-free. Roomy, all-weather cabin. Sleep and eat aboard. Six other cruiser models to choose from—outboard and inboard from America's most complete line of aluminum and Fiberglas boats, cruisers and boat trailers!

**Lone Star Boat Manufacturing Co.**  
Box 698-7JJ • Grand Prairie, Texas

See the  
Complete Line of  
Lone Star  
Aluminum and Fiberglas  
Boats and Boat Trailers  
at  
**Bill Bell Marine Sales**  
9300 Hines Blvd.  
EL-5301

## THIS WE BELIEVE

...that DALLAS is great because of the greatness of her many fine department stores and shops and business firms **DOWN TOWN**. That those stores and shops are great because so many fine, wonderful people in Dallas and North Texas choose to trade with them...

...we also know that we have grown because when those wonderful people come to **DOWNTOWN DALLAS** to shop in those wonderful stores...they like to leave their parking worries with

## CLASSIFIED Parking System

(Continued from Page 50)

TEXAS SCHOOL BOOK DEPOSITORY	WM. VOLKER & CO.
TEXAS TESTING LABORATORIES	WAGNER ELECTRIC CORPORATION
TEXAS TRAFFIC BUREAU —DALLAS, INC.	WALGREEN DRUG STORES
THOMPSON, KNIGHT, WRIGHT & SIMMONS	WALNUT HILL DEVELOPMENT CORPORATION
TILE DISTRIBUTING CO., INC.	H. H. WATSON
TIMBER STRUCTURES, INC.	HOWELL H. WATSON
TIPS INVESTMENT CO.	JACK D. WATSON
TONKON MILLINERY CO.	WAUKESHA SALES & SERVICE, INC.
TRACY-LOCKE CO., INC.	WEAVER SPRING & BUMPER WORKS
TRADERS & GENERAL INSURANCE CO.	WELDING LABORATORY
THE TRAILMOBILE, INC.	WELL-MADE NOVELTY CO.
TRANSPORT INSURANCE CO.	WEST DISINFECTING CO.
TRIANGLE DAIRY FARM	WESTERN LITHOGRAPH CO.
TUBBS MANUFACTURING CO.	WESTERN TEXTILE PRODUCTS CO.
J. M. TUTTLE CO.	WESTINGHOUSE ELECTRIC CORPORATION
UNITED AMERICAN INSURANCE CO.	CLYDE A. WHERRY
UNITED FIDELITY LIFE INSURANCE CO.	WICKER, INC.
UNITED FOODS, INC.	EMERY WILEY
UNITED GLASS & MIRROR CO.	WILSON ENGRAVING CO.
UNITED MOTOR EXCHANGE	WILSON SUPPLY CO.
U. S. RUBBER CO.	WITHERS & CO.
UNITED WASTE MATERIAL CO.	B. L. WOOLEY
UPJOHN CO.	WRATHER PETROLEUM CORPORATION
VENT-A-HOOD CO.	WM. WRIGLEY, JR., CO.
VIKING PUMP CO.	WYATT METAL & BOILER WORKS

## Hudson & Hudson

Industrial and Business Properties  
Sales, Leases and Management

1225 Mercantile Bank Building  
PHONE RI-9349—DALLAS

Alex D. Hudson James S. Hudson  
Alex D. Hudson, Jr.

## BERGER STEEL FILING CABINETS



2, 3, 4 and  
5-drawer sizes  
★  
letter and legal  
size  
★  
with and without  
locks  
★  
baked enamel finish:  
green, walnut, ma-  
hogony, platinum  
gray  
★  
all-welded steel  
construction  
★

*Berger-*

**BUILT STEEL FILING CABINETS**  
are a lifetime investment in  
office efficiency. See our  
large selection  
today.

**VANCE K. MILLER CO.**

OFFICE FURNITURE AND SUPPLIES  
1916-18 MAIN ST., DALLAS — RA-9091

# New Members

## Elected into the Dallas Chamber of Commerce during July:

**American Incinerator Texas Sales**, 235 I. C. T. Building; James A. Moran.

**Dr. Sam H. Brock**, Medical Arts Building.

**W. B. Conner, Jr.**, U. S. Department of Health, Education and Welfare, 901 Ross.

**B. A. Evans Company**, 7542 Military Parkway; R. C. Mills.

**Dr. Emmett Johnson**, Texas Bank Building.

**Luby's Cafeteria No. 2**, 1006 Main; F. L. Luby.

**Motion Control, Inc.**, 1905 Plantation; Glenn Witts.

**Henry Nuss—Bookbinder**, 419 South Ervay; Henry Nuss.

**Olympic Pools of Texas**, 5423 North Central Expressway; L. G. Reese.

**D. B. Smith Humble Service**, 3000 Mockingbird Lane; D. B. Smith.

**Western Auto Supply No. 8**, 191 Walnut Hill Village; David W. Miller.

**Wheat Lumber Company**, 1120 South Beckley; D. H. Wheat.

**Latham White, Architect**, 2214 Cedar Springs.

**O. J. Broughton**, 3402 McFarlin.

**P. D. Browne Company**, 4215 Live Oak; P. D. Browne.

**Crandall Engineering & Manufacturing Company**, P. O. Box 217, Irving, Texas; W. J. Crandall.

**Dealer Equipment Company, Inc.**, 148 Leslie; Bob Hill.

**Engineering Sales Company**, 1905 South Harwood; L. D. White.

**Gaston Medical Building Barber Shop**, 3611 Gaston; Joe W. Zabick.

**Kirby Company of Dallas**, 2127 Ft. Worth; O. L. Hight.

**Wm. J. Speck & Company**, Second Unit Santa Fe Building; W. J. Speck.

**Surplus Lines Agency**, 932 Fidelity Union Life Building; Clyde M. Lucky.

**Courtney's Draperies**, 3902 McKinney; W. R. Courtney.

**Gaddy & Loven, Architects**, 130 Casa Linda Plaza.

**Industrial National Bank of Dallas**, 1825 North Industrial; George I. Fetzer, C. H. Wise, John H. Tenison.

**Dr. George Powers**, 1312 Medical Arts Building.

**Dr. Tom Kennedy**, 35 Highland Park Village.

**Span-O-Life Battery Service**, 2301 Pacific; J. A. Wellborn.

**Star Chemical Company, Inc.**, 2619 South Ervay; W. C. Jankowske.

**Zanders of Dallas**, 1102-A Commerce; Alex Zanders.

**Dr. C. Rollins Brown**, 1320 Medical Arts Building.

**C. Burcham Budd**, Attorney at Law, Mercantile Bank Building.

**M. W. Foster**, 225 Mercantile Commerce Building.

**General Paint Corporation**, 3119 Ross; Rex Dykes.

**Ed McDonald**, U. S. Department of Labor, 1114 Commerce.

**National Food Service**, 308 S. E. 10th, Grand Prairie, Texas; Paul VanGorp.

**Nichols Brothers Motors**, 6116 Lemmon; Houston H. Nichols.

**Southern Kitchen**, 10500 Harry Hines; J. E. Sohrweide.

**The Stacey Company, Inc.**, 2704 Taylor; L. A. Mindrup.

1525 Turtle Creek; D. H. Ladd, R. L. Koegel, B. R. Thompson, W. L. Sullivan. **Ebasco Services, Inc.**, 204 Southland Life Building; W. A. Buchanan.

**The Joyner Mortgage Company, Inc.**, 1208 Kirby Building.

**Dr. Cary G. King, Jr.**, 2703 Oak Lawn. **Kwik Kafe Coffee Service, Inc.**, 2026 Farrington; J. T. Meehan and Dan Martel.

**Nedjar's House of Sauces**, 4106 Elm; Nedjar Eli.

**Robbins & Myers, Inc.**, 4801 Lemmon; G. R. Haley.

**Harold Schnair Sales Company**, 318 Cadiz; Harold Schnair.

**B. Schwartz & Company**, 1114 Wood; K. F. Bacon and R. L. Miller.

**Harry Bullard, Florist**, 3318 North Fitzhugh; Harry Bullard.



**LEADING MEMBERSHIP COMMITTEEMEN** for July were awarded a weekend stay at the Baker Hotel in Mineral Wells. R. J. (Skeet) Walton, second from right, assistant manager of the hotel, shows a descriptive folder to winners Vincent Rohloff, Pat Henry, Jr., and A. J. (Jack) Kutner, Jr.

**Henry B. Thevenet Agency**, 323 North Ervay; Henry B. Thevenet.

**E. F. White & Associates**, 1511 Bryan; E. F. White.

**Central of Georgia Railway Company**, 1228 Corrigan Tower Building; R. C. Hodges.

**Reynolds Electrical & Engineering Company**, P. O. Box 1326; O. L. Davis and R. L. Forsyth.

**Trojan Foundries**, 1500 Plantation Road; J. R. Crowder.

**Western Newspaper Supply**, 600 South Akard; W. E. Reid.

**Balliew Distributing Service**, 2624 South Harwood; James E. Balliew.

**Cline Music Company**, 1409 Elm; D. J. Cline.

**Federal Electric Products Company**,

**Dr. Eugene P. Legg**, 3707 Gaston.

**Campion Sales Company**, 208 West Avery; R. M. Campion, Jr.

**Kay Carpenter & Son**, Reserve Loan Life Building; Kay Carpenter.

**Fashion Publicity, Ltd.**, Dallas, 911 St. Joseph; Dwight L. Washburn.

**Goodrich-Wright, Inc.**, 5511 Redfield; C. R. Goodrich.

**Jerrold-Southwest, Inc.**, 6609A Hillcrest; L. M. Green.

**Leinbach Brothers**, 612½ East Jefferson; C. H. Leinbach.

**Lochwood Gulf Service**, 11327 Garland Road; Gene Engledow.

**J. J. Stoneham & Company**, 817 Cotton Exchange Building; Jack Stoneham.

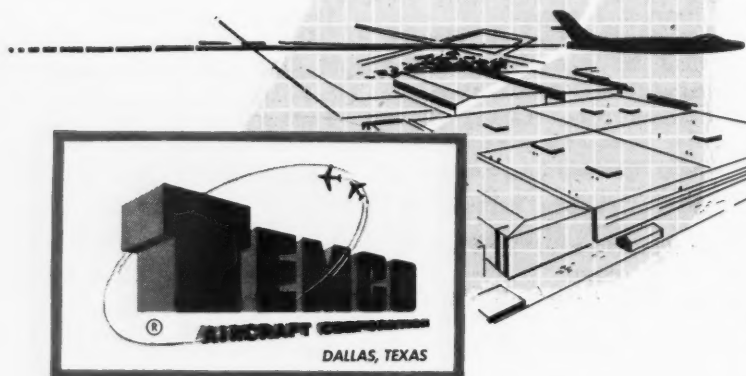
**Dr. Juanita Wade**, 1304 Medical Arts Building.

**TEMCO capabilities**  
...you can count on

## PROGRESSIVENESS

Progressiveness is the nutrient that makes "growth companies" grow. TEMCO was weaned on it. Eight years ago a handful of forward looking men flew in the face of warnings and started peace time operations in a deactivated Dallas war plant. Plant area that first year was only 500,000 sq. ft. and sales were under \$6,000,000. Growing orders have forced plant expansion every year; area is now 1.6 million sq. ft. And sales for last year topped \$72,000,000 — up ten fold in only eight years.

For this alert company the first eight years of successful growth are just the beginning. TEMCO's progressiveness will continue to produce a quality product, delivered on schedule, at lowest possible cost.



Plants at: DALLAS . . . GARLAND, TEXAS . . . GREENVILLE, TEXAS



### Awarded Seay Plaque

Hal A. Gullledge, a veteran of 29 years in the stock insurance business, has been chosen for the Mabry Seay Plaque as Dallas' Insurance Man of the Year. Mr. Gullledge was chosen by the Dallas Association of Insurance Agents, sponsors of the annual award. He headed the Dallas Red Cross drive in 1953 and served as chairman of the Dallas Insurance Placement Board.

★

HARVEY S. LADD, a Dallas resident for the past 13 years, has been named manager of the newly established Southwestern branch office of the Pellon Corporation, 915 Commerce, Dallas.

★

International Harvester Company has announced the appointment of DAN H. FOLEY to manager of the Dallas Motor Truck Branch.

★

A University of Alabama graduate, Mrs. JUDITH M. EDDINGER, has joined McKee-Thompson and Associates, Inc., as radio and television supervisor.

★

Terminal manager of Dallas' Trailway Bus Center, B. K. WAITE, has been appointed an agent for American Express Company.

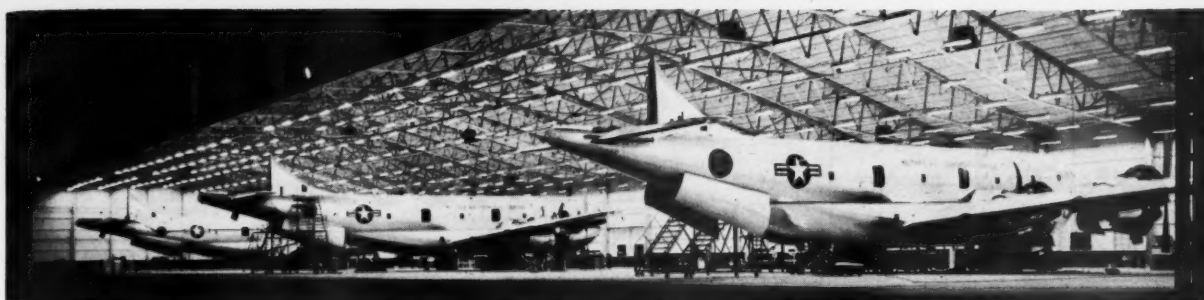
★

A former factory representative for Westinghouse Electric Corporation, JAMES DAVIS, has been appointed district manager for the Dallas portable appliance division of the company.

★

Owen's Shoes, 1519 Main, will be managed by THOMAS GUTHRIE, former manager of a Corpus Christi shoe store.





### New Temco Hangar Offers Unobstructed Working Space

A new production hangar with a cantilever-type roof, supported overhead by suspension trusses, has been built and is now being used by Temco Aircraft Corporation. The hangar is designed to offer more unobstructed working space than do conventional hangars. Under the main section of the suspended roof is one clear span area of 435 by 121 feet and another which measures 435 by 40 feet. Overhead supports are anchored to two rows of vertical columns. One of these rows partitions the shop from the main hangar area. The

other is at the extreme rear of the building. Vertical clearance in the main production area averages 30 feet. Clearance goes up to 45 feet inside three "doghouses" which open at the edge of the overhanging roof to admit vertical tails of large aircraft. Built at Temco's Greenville, Texas, modification and overhaul center, the hangar is now accommodating three MATS C-97 transports, at Temco for overhaul and conversion to hospital craft. Temco President Robert McCulloch said the hangar will shelter any large transport now in service.

Members of the Texas Bankers Association elected P. B. (JACK) GARRETT, president of the Texas Bank & Trust Company, president of the association.

★  
JOHN F. MOORE, wholesale building materials firm official, has been named a director of the City State Bank.

Two Dallas men were re-elected to posts in the Texas Mortgage Bankers Association and another was elected a new director. J. DuVAL WEST kept his secretary-treasurer's position and TOM SARGEANT was re-named director. M. J. MITTENTHAL was elected director.

Edd Routt Associates has named JOHN G. MORAN a senior account executive of the Dallas publicity firm.

★  
Dreyfuss & Son has announced the appointment of HOP REYNOLDS to manager and buyer of the store's men's clothing department.



Bill Newman Orion Newman Larry Newman

More space (10,600 square feet)  
to serve you.

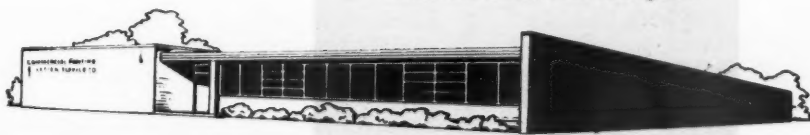
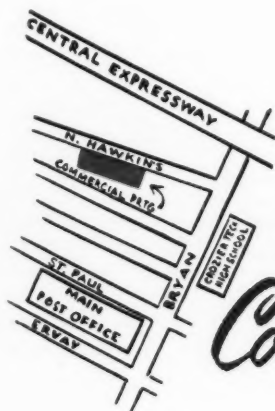
*...moved to 1015 N. Hawkins*

Call us for all your . . .

Printing . . . Stationery, Catalogs, Brochures, Sales Manuals, Folders, and House Organs.

Letters . . . Personalized Autotype, Multigraphing.

Mailing . . . Addressing (machine and typewritten), Inserting (machine and hand), and mailing lists.



*Commercial* PRINTING AND LETTER SERVICE COMPANY

... the same phone RA-8168

# WATER

## Another Sales Asset for Dallas

This issue carries a graphic presentation of Dallas' new outlook on water supply—photographs of new major North Texas Lakes—maps that show Trinity Watershed Development—stories that give the facts on water supply and flood control.

This dramatic story carries dramatic impact and sales value to those who sell Dallas and the Southwest—another Dallas liability has been turned into an asset—another chapter is recorded in "How the people of Dallas made it happen."

This issue provides another example of how your Chamber of Commerce provides an atmosphere of Confidence for those who have a stake in Dallas Future. You can sell best in an atmosphere of Confidence. —That's why more and more progressive advertisers are using DALLAS to make more sales.

# DALLAS

Call  
**PROspect 8451**

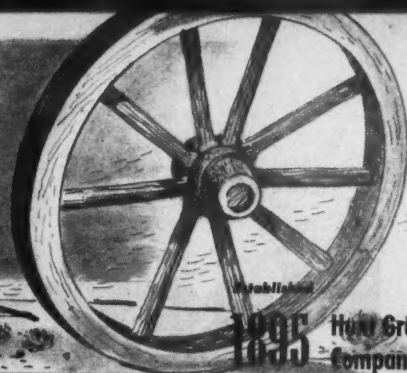
**TOM McHALE**  
Advertising Manager

Business Magazine of America's  
Number One Region of  
Opportunity

## ADVERTISERS IN THIS ISSUE

ACME BUILDING MAINTENANCE COMPANY.....	37	J. W. LINDSLEY & COMPANY, REALTORS.....	34
ADLETA SHOW CASE AND FIXTURE MANUFACTURING COMPANY.....	34	LONE STAR BOAT MANUFACTURING CO.....	52
Agency—Tracy-Locks Company, Inc., Advertising		Agency—Taylor-Norworthy, Inc., Advertising	
AMERICAN INVESTORS LIFE INSURANCE CO.....	27	MATTHEWS ENGINEERING COMPANY.....	36
Agency—Cox Advertising		Agency—The McCarty Company of Texas, Inc., Advertising	
AMERICAN SAVINGS & LOAN ASSOCIATION.....	49	SAM ROSS McELREATH COMPANY.....	40
NATHE P. BAGBY.....	27	McMATH-AXILROD CORPORATION.....	3
BAKER HOTEL, MINERAL WELLS.....	32	Agency—Ray Beall Advertising	
B. DAVID BENFER, JR., REALTOR.....	42	MEDITERRANEAN GARDENS.....	39
T. J. BETTES COMPANY.....	43	Agency—Ray Beall Advertising	
Agency—McCann-Erickson, Inc., Advertising, Houston		MERCANTILE NATIONAL BANK AT DALLAS.....	60
BRIGGS-WEAVER MACHINERY COMPANY.....	36	Agency—Ratcliffe Advertising Agency	
Agency—Taylor-Norworthy, Inc., Advertising		METROPOLITAN SAVINGS & LOAN ASSOCIATION.....	29
CECILLE, INTERIOR DECORATOR.....	46	Agency—Auld Advertising Agency	
CLARKE & COURTS.....	23	MEXICO CITY CAFE.....	34
Agency—Aylin Advertising Agency, Houston		HENRY S. MILLER COMPANY.....	40
CLASSIFIED PARKING SYSTEM.....	52	VANCE K. MILLER COMPANY.....	52
Agency—Jack Blake, Jr., Advertising		MISSOURI-KANSAS-TEXAS RAILROAD SYSTEM.....	18
CLOUD EMPLOYMENT SERVICE.....	29	Agency—Winius-Brandon Company, St. Louis	
Agency—Eldred J. Robinson, Advertising		MURRAY INVESTMENT COMPANY.....	33
OTTO J. COEYER COMPANY.....	52	Agency—McMains & Melton, Inc., Advertising	
Agency—Hepworth Advertising Company		NATIONAL CITY BANK.....	43
COMMERCIAL PRINTING & LETTER SERVICE COMPANY.....	55	Agency—Don L. Baxter, Inc., Advertising	
COMMISSARY SERVICE COMPANY.....	47	NATIONAL VAN LINES, INC.....	34
WILLARD CROTTY.....	42	Agency—R. B. Moreland & Co., Advertising	
Agency—Ayles Compton Associates, Advertising		NORTH TEXAS MUNICIPAL WATER DISTRICT.....	21
DALLAS AIR CONDITIONING COMPANY, INC.....	30	OLDHAM LUMBER COMPANY.....	34
Agency—James H. Susong, Advertising		PITTSBURGH PLATE GLASS COMPANY.....	14
DALLAS PIONEERS.....	4 and 57	THE PLAN SHOPPE.....	41
DALLAS POWER & LIGHT COMPANY.....	58	PRESBYTERIAN BOOK STORE.....	27
Agency—Taylor-Norworthy, Inc., Advertising		REPUBLIC NATIONAL BANK OF DALLAS.....	24
DALLAS RAILWAY & TERMINAL COMPANY.....	15	Agency—Glenn Advertising, Inc.	
Agency—Ayles Compton Associates, Advertising		DALLAS RUPE & SON.....	37
DALLAS TRANSFER & TERMINAL WAREHOUSE COMPANY.....	31	Agency—Taylor-Norworthy, Inc., Advertising	
Agency—Marvin Winnett Advertising Agency		ST. LOUIS SOUTHWESTERN RAILWAY LINES.....	37
DALLAS UNION SECURITIES COMPANY.....	31	Agency—Bato-Hodgson-Newwoehner Advertising Agency, St. Louis	
Agency—Crook Advertising Agency		SANTA FE RAILWAY.....	59
DICTAPHONE CORPORATION.....	36	Agency—Leo Burnett Co., Inc., Chicago	
DORSEY COMPANY.....	35	SHARP & COMPANY.....	19
H. W. DUNHAM & ASSOCIATE.....	27	Agency—Dicklow Advertising Agency	
EASTMAN KODAK STORES, INC.....	47	SOUTHERN TRUST & MORTGAGE COMPANY.....	46
EDWARD'S EMPLOYMENT SERVICE.....	38	SOUTHLAND LIFE INSURANCE COMPANY.....	30
ELECTROTYPE SERVICE CORPORATION.....	27	Agency—Ira E. Delernett Advertising Agency	
EMPLOYMENT BOARD OF DALLAS.....	42	THE SOUTHWEST EQUIPMENT CORPORATION.....	50
Agency—Dicklow Advertising Agency		Agency—Herbert Rogers Co., Advertising	
EXPRESSWAY LIQUORS.....	38	SOUTHWESTERN ADVERTISING & MARKETING.....	50
Agency—R. B. Moreland & Co., Advertising		SOUTHWESTERN BLUE PRINT COMPANY.....	27
FIRST NATIONAL BANK IN DALLAS.....	6	SOUTHWESTERN LIFE INSURANCE COMPANY.....	32
Agency—Rogers and Smith Advertising Agency		Agency—Crook Advertising Agency	
FORREST AND COTTON, CONSULTING ENGINEERS.....	27	SOUTHWESTERN SHEET METAL & MANUFACTURING COMPANY.....	46
FORT WORTH & DENVER RAILWAY.....	29	SPARKMAN-BRAND, INC.....	33
Agency—McBride Advertising Agency, Fort Worth		STATE NATIONAL BANK OF GARLAND.....	49
FRIDEN CALCULATORS.....	35	SUGGS OFFICE SUPPLY COMPANY.....	34
GRAHAM STEEL STRUCTURES.....	32	SYLVESTER'S DISPENSING OPTICIANS.....	19
GRAND PRAIRIE STATE BANK.....	17	TEMCO AIRCRAFT CORPORATION.....	54
FELIX HARRIS & COMPANY.....	28	Agency—Taylor-Norworthy, Inc., Advertising	
Agency—James H. Susong, Advertising		TENSION ENVELOPE CORPORATION.....	35
HINTON & LOCKE, INC.....	36	Agency—R. J. Potts, Calkins & Holden, Advertising, Kansas City, Missouri	
HUDSON & HUDSON, REALTORS.....	52	TEXAS BANK & TRUST COMPANY OF DALLAS.....	25
INDUSTRIAL PROPERTIES CORPORATION.....	51	Agency—Ruthrauff & Ryan, Inc., Advertising	
Agency—John Payton Dewey		TEXAS BITULITHIC COMPANY.....	38
INTERNATIONAL HARVESTER COMPANY.....	49	Agency—R. J. Burke Advertising, Inc.	
INWOOD CONSTRUCTION COMPANY.....	40	TEXAS DELIVERY SERVICE.....	40
Agency—Hepworth Advertising Company		Agency—James H. Susong, Advertising	
IRVING STATE BANK.....	46	TEXAS EMPLOYERS INSURANCE ASSOCIATION.....	26
THE JARVIS PRESS.....	41	Agency—Ira E. Delernett Advertising Agency	
KLIMIST STORE FIXTURE MANUFACTURING COMPANY.....	47	TEXAS OFFICE FURNITURE COMPANY.....	33
LANDAUER AND SHAFER, CONSULTING ENGINEERS.....	36	Agency—The McCarty Company of Texas, Inc., Advertising	
LAYNE-TEXAS COMPANY.....	2	TEXAS & PACIFIC RAILWAY.....	44
LEWISVILLE CHAMBER OF COMMERCE.....	48	Agency—Glenn Advertising, Inc.	
		TEXAS REFRIGERATION & ENGINEERING COMPANY.....	19
		THOMAS OPTICAL COMPANY.....	46
		Agency—Dicklow Advertising Agency	
		HOWELL H. WATSON.....	47

# Dallas PIONEERS



Published

**1857 Sanger Bros.**  
in Texas  
Opened Dallas Store in 1872

**1869 The Schoellkopf Company**  
Manufacturers and  
Wholesale Distributors

**1872 Waples-Platter Company**  
White Swan Fine Foods

**1874 Bolanz & Bolanz**  
Real Estate and Insurance

**1875 First National Bank in Dallas**  
Banking

**1876 Trezevant & Cochran**  
Insurance Managers

**1885 Mosher Steel Company**  
Structural Reinforcing  
Steel and Machinery Repairs

**1890 William S. Henson, Inc.**  
Advertising Printing

**1892 The Egan Company**  
Printing, Lithographing, and  
Embossed Labels

**1893 Oriental Laundry and Cleaners**  
Finer Laundering, Cleaning,  
and Fur Storage

**1893 Sparkman-Brand, Inc.** Morticians  
Originally, Loudermilk,  
Broussard and Miller



**F**LOUR milling was one of Dallas' most important industries during the last decades of the past century—and the above photograph shows one of Dallas' leading mills during the 1890's. In 1877, business transactions in Dallas totaled more than \$14,000,000. Cotton led the parade with \$3,500,000 and wheat added another \$2,500,000. Wholesale and retail dry goods totaled \$2,500,000 and groceries, \$2,300,000. At the turn of the century, Dallas began to develop as a distribution center for agricultural machinery and implements and that year, the John Deere Company branch was founded in Dallas. Since that time, Dallas has continued to expand its position as one of the leading distribution points in the nation for agricultural implements, and the John Deere Company has continued to develop its facilities. Today the firm occupies a new modern plant at 10650 Hines Boulevard. The John Deere Branch and other national firms in the farm equipment industry not only market equipment to till the land and produce crops but also cooperate actively with the Dallas Soil Conservation District and other groups to conserve the soil of Texas—and provide machinery to enable farmers to conserve water, prevent soil erosion and carry out practices that will protect major water storage reservoirs from filling up with silt.

## Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

**1895 Hunt Grocery Company**

Fancy Foods Imported and Domestic  
Fine Food Gifts, All the Staples

**1897 Anderson Furniture Co.**  
Dallas' Oldest Furniture Store

**1898 Lang's Floral & Nursery Co.**  
The Southwest's Foremost Florists,  
Decorators, Nursery Landscape  
Service

**1900 John Deere Plow Company**  
Agricultural Implements

**1903 First Texas Chemical Mfg. Company**  
Pharmaceutical Manufacturers

**1903 Republic Insurance Company**  
Writing Fire, Tornado, Allied Lines,  
Inland Marine, and Automobile  
Insurance

**1904 Burton & Wilkin**  
Over 100 Kinds of Insurance Sold

**1906 Hesse Envelope Company**  
Manufacturers of Envelopes  
and File Folders

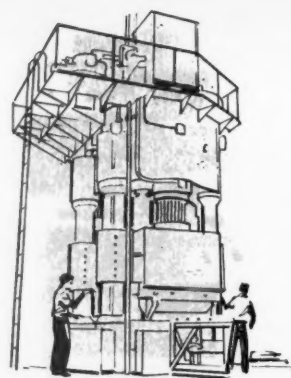
**1907 Tennessee Dairies, Inc.**  
Foremost Dairy Products

**1911 Graham Brown Shoe Company**  
Manufacturing  
Wholesalers

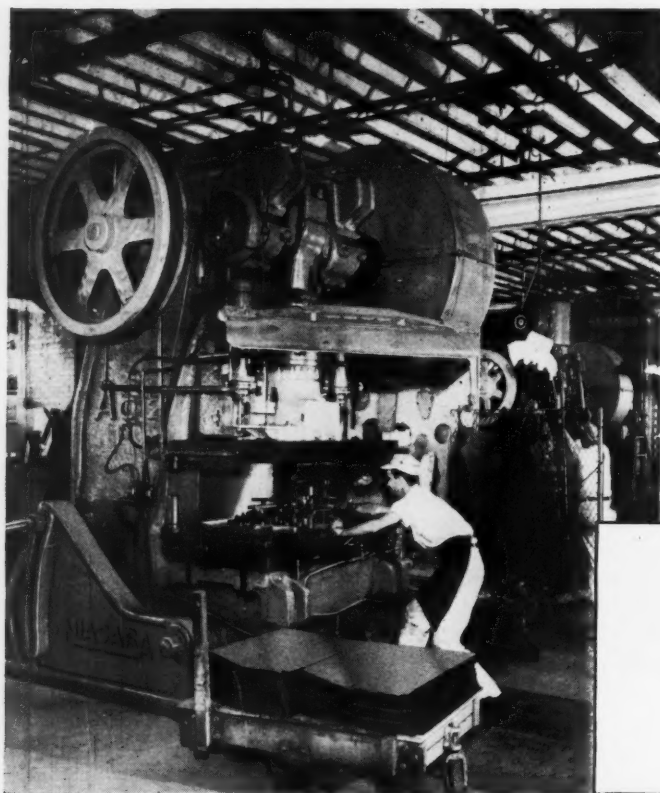
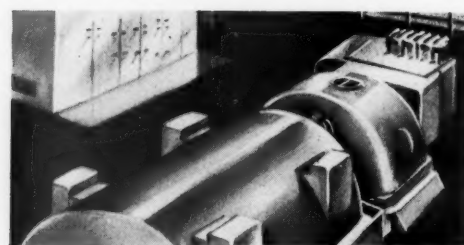




# Electricity ...



**a major factor  
in the progress of  
modern industry.**



Today, manufactured products are made better and more economically because of electricity. Dallas industry presents a good example. With the tremendous growth and diversification of manufacturing in Dallas, electricity is doing a myriad of jobs. And can do still more. From the various unique types of heat treatments, so necessary to the fabrication and quality of specific finished products — on through comfort heating to the scientifically designed light by which you work, electricity is a major factor in modern production.

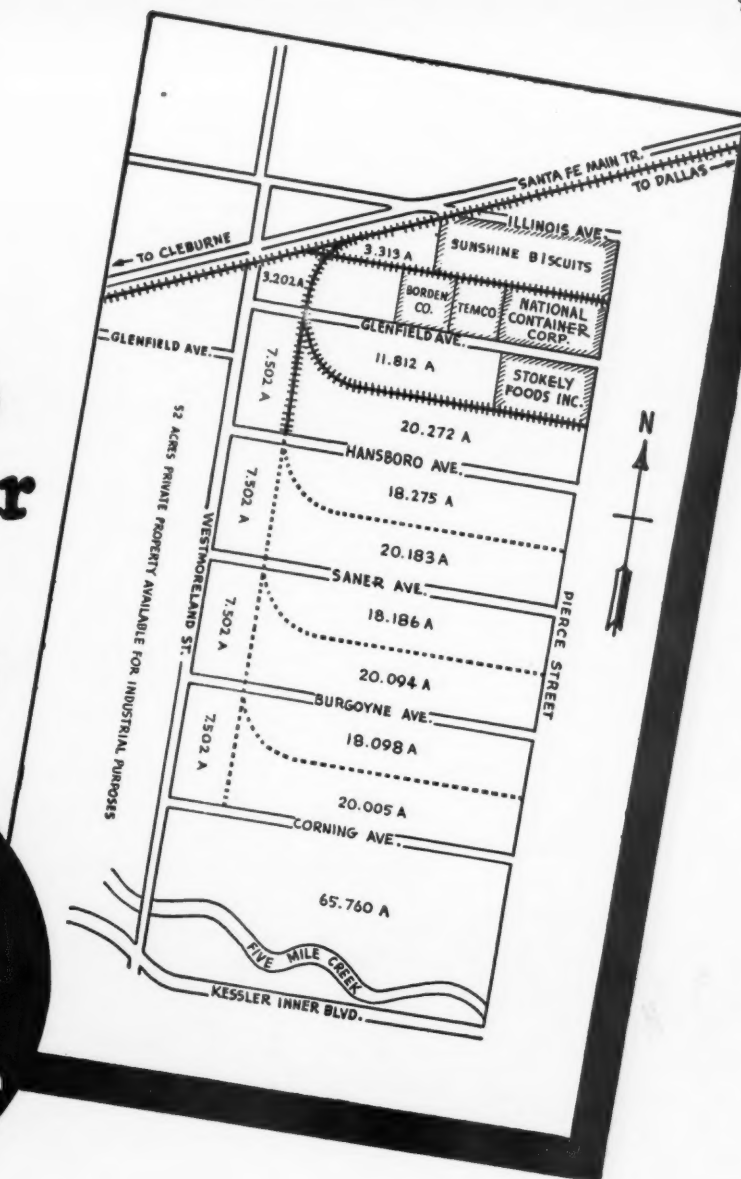
Dallas Power & Light assures Dallas industry an adequate supply of electricity for the ever increasing technical developments of its use. For assistance on any production problem call RA-9321, Station 362, and an Engineer Consultant will be glad to help you. No obligation, of course.



Here's the  
Spot to  
locate your  
industry  
in Dallas

## Santa Fe Industrial District

Terminal Building Corporation  
Owner



Located in the southwest limits of Dallas, the Santa Fe Industrial District offers 320 acres of good industrial sites adjacent to Santa Fe rail tracks.

On one of the highest areas in the city, this property is above flood stage and is well drained.

Electricity, gas, sewer, and water are available.

Rail service is provided by Santa Fe Ry., with lead tracks from the property to mainline tracks.

Industries already located in this industrial district include a new million dollar plant built by Stokely Foods, Inc., and National Container Corporation's converting plant.

Paved streets together with all utilities and the excellent bearing quality of the soil make this area one of the most attractive in Dallas for your new plant location.

*For complete information, call or write:*

GEORGE WOOD, 1315 Commerce St.  
Tel.: PRospect 6301, Dallas, Texas

W. P. DAHL, Union Station Bldg.  
Tel.: 5-6621, Galveston, Texas

Dallas Public Library  
Periodical Division  
1926 Commerce St.  
Dallas 1, Texas

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# Announcing

an Increase in our  
Capital Structure

Capital .... \$10,000,000.00

Surplus .... \$10,000,000.00

UNDIVIDED

Profits ..... \$ 3,700,000.00

APPROXIMATELY

Total Capital Funds \$23,700,000.00



We deeply appreciate the loyalty of our friends and customers whose continued support, through the years, has made our growth possible.

From "scratch" in 1916, without benefit of merger.

## Mercantile National Bank

Dallas, Texas

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



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